

# Vogue

INCORPORATING VANITY FAIR



PARIS OPENINGS I  
AMERICAN FASHIONS  
SEPTEMBER 1, 1939  
PRICE 35 CENTS

V O THE CONDE NAST PUBLICATIONS, INC.

*Erin*





**FORESEEING** the definite trend towards textures of subtle simplicity, the Forstmann Woolen Company is showing as one of its more important fabrics for the Fall and Winter season an entirely new type of material, *Shellda*\*, embodying the qualities of drape and rich depth which are so essential for the new fitted silhouette. This fabric in two distinctive models is shown here in Tortoise Shell and Bronzy Green. Forstmann Woolen Company, Passaic, New Jersey. Sales Office: Empire State Building, New York City. \* Trade Name Reg. U.S. Pat. Off. Design Pat. No. 115373



*Forstmann Woolens*





DIAMOND BRACELET	\$2450.
AQUAMARINE AND DIAMOND BROOCH	800.
DIAMOND RING	2850.
GOLD AND RUBY WATCH BRACELET	310.
STERLING SILVER VANITY CASE WITH GOLD AND SAPPHIRE ORNAMENT	29.

# TIFFANY & Co.

welcome visitors to their  
exhibit at the HOUSE OF JEWELS  
WORLD'S FAIR and to their store at  
FIFTH AVENUE & 37<sup>TH</sup> STREET, NEW YORK

STERLING SILVER CANDLESTICK	\$27.
STERLING SILVER PEPPER	13 <sup>50</sup>
STERLING SILVER SALT	7.
TWELVE ROYAL DOULTON CHINA ENTRÉE PLATES	29.
TWELVE GOBLETS OR CHAMPAGNE GLASSES	12.
TWELVE CLARET GLASSES	11.
STERLING SILVER FLATWARE SERVICE FOR EIGHT (56 PIECES)	195.





COURTESY · RANSOHOFFS · SAN FRANCISCO



Be amused, if you will, by this Orchid Lady. But you'll join her cavalier in applause for her chic cape-stole of sublimely beautiful Fromm fox. Like all Fromm pelts, the fur is magically silky, lush and magnificently silvered. Both silver and deep tones are clear, pure, true. The new collections of Fromm fox are at your furriers now. You'll thrill to the exciting new ways the supple skins are worked, and to the rare flattery of the world's *finest* silver fox.

FROMM FOX



*Chinchilla* coat, proud introduction to our luxe fall collections  
of magnificent furs, Paris clothes and hats, Bergdorf Goodman originals.



ON THE PLAZA • NEW YORK  
**BERGDORF  
GOODMAN**  
5TH AVENUE AT 58TH STREET



V62 V63

V64

V61

V60

## Best's Campus Successes

V60 \*NADA REEFER . . College girl "indispensable". Well-tailored in Best's exclusive \*Lewispun tweed monotones. Lined with pure silk crepe with wool interlining. Black, brown, Blue Grass, currant, Sandringham, grape, green, copper or navy. 10 to 20 . . . . . 39.95

V61 \*LEWISPUN TWEED SUIT . . Perfect Fall classic. Young, becoming, nicely tailored with snug-fitting lined jacket and flared skirt. Gray, brown, green, clover, wine, Blue Grass, black or grape. 10 to 18 . . 39.95

V62 "CAMPUS TWINS" . . Double breasted beige jacket of camel hair and wool fleece. 14 to 20, 10.95. V63 Worn with a pleated wool skirt in Prince Charles (red), Farquharson (navy) or Hunting McDuff (brown) clan plaids. 12 to 20 . . . . . 8.95

V64 THE "SAILOR" ROBE . . Of wool flannel. Nicely made with slim-fitting lines, it's warm — ideal for casual dormitory life. It zips to the waist, then buttons up with two brass buttons. Navy with white or copen with navy. 10 to 20 . . 12.95



V65



V66



V67



V68



V65 \*GLENCONNER HAT .. Our famous little English felt in black, brown or navy. Headsizes 21½ to 23 . . . . 10.00

V66 TWO-PIECE WOOL GABARDINE DRESS Casual, comfortable, wearable—perfect for campus life. Has a buttoned gores skirt with belt and a separate blouse which may be worn inside or out. Tan, blue, rust, rose or green. 12 to 40 . . . 25.00

V67 "TEA-TIMER" .. A lustrous, crease-resistant rayon and silk velvet with square neckline and shirred waist. Two "golden" arrows add a bright accent. Black only. 10 to 18. 25.00

V68 HOODED DINNER DRESS . . With the new sleek, suave lines. Made of smooth-fitting wool jersey with a dramatic hood. In two-tone color combinations: black with fuchsia, gray and scarlet or emerald green and black. 10 to 18 . . . 35.00



# Portrait of Sheerness



Archer  
Hosiery

*For Lovely Women*

ARCHER HOSIERY MILLS, COLUMBUS, GEORGIA





**Autumn columbine**—sheer black twill wool Exclusive to wear for first luncheons back in town. The skirt like an inverted champagne glass swinging gaily from a stem of a waistline. Columbine pompons and a shining edge of white metal rayon moiré at throat and circling the new wide bracelet-length sleeves. In sizes 10 to 20, 49.95 MISSES' DRESSES, SIXTH FLOOR

The little postillion felt hat with spanking bow across the back. By Jeanne Tête, our exclusive milliner, 15.50 MAIN FLOOR



# *Silk—there's nothing like it!*



Formal silks with Fall in every fold appear in the daytime mode in the two lovely afternoon dresses above—a black silk faille with panels of silk and cotton velvet and a smart afternoon dress of brown silk satin. The silk faille and the silk satin are weighted under twenty percent.

For real clothes satisfaction there is nothing better than the combination of a store that knows your clothing needs, a weaver who is both an artist and a master technician, and a fine yarn made of silk. You will not find quality silks in the cheapest dresses. And you may not find much quality silk in some stores. But when you are buying medium and better priced dresses you have a right to good silk fabrics—to the economy of their added usefulness—and to the satisfaction you will enjoy in wearing them. Stores which make certain that the dresses they sell are made of quality silks really have your interests at heart.

*IN BETTER AND MEDIUM PRICED DRESSES INSIST ON SILK. ASK YOUR MERCHANT TO WRITE "SILK" ON THE SALES TICKET. HE'LL BE GLAD TO DO IT FOR YOU.*

INTERNATIONAL SILK GUILD • 250 FIFTH AVENUE • NEW YORK



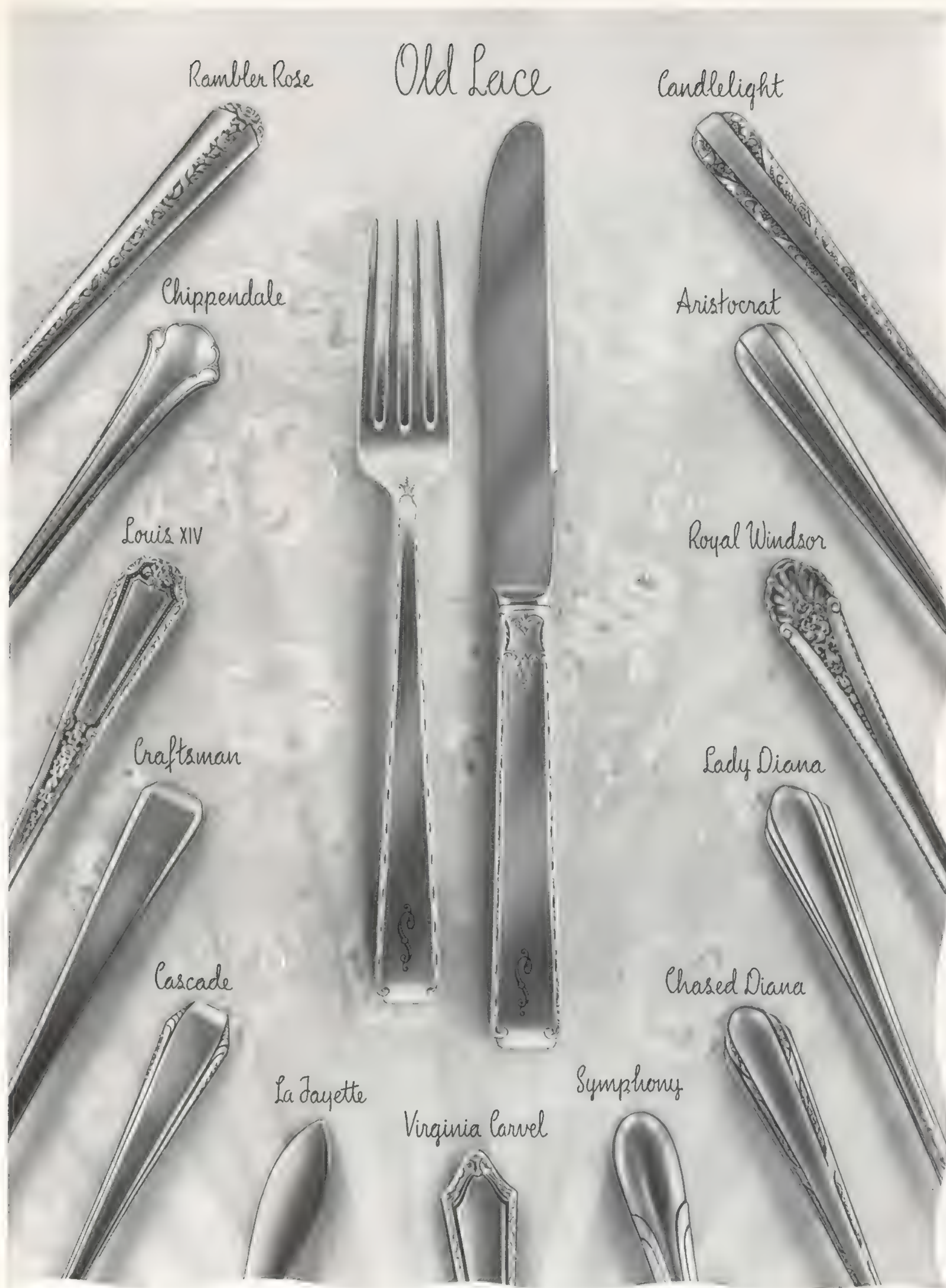


## sentimental . .

yet sophisticated, theme of our Fall collection. Jay Thorpe  
original costume for your return to town. Dress with jacket  
in thin black wool, festoon of velvet balls, swag back. 95.00

FIFTY-SEVENTH STREET WEST

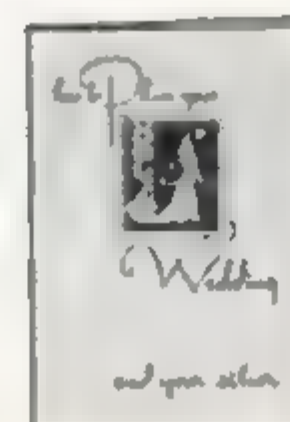




# BEAUTY FOR EVERY BRIDE

by  
**Towle**  
makers of  
sterling only  
with craft  
traditions  
Since  
1690

You want Beauty on your table, — every woman does. And if you choose a Towle pattern you will get everlasting beauty. Whether you prefer Old Lace with its delicate detail, — Craftsman with its utter simplicity, — Louis XIV with its rich ornament, — or any other Towle design, you may be sure it will grow even more lovely with use. Time will make more beautiful its lustrous sheen, and increase your pleasure in the ageless beauty of your Sterling.



Write for pictures and prices of all Towle patterns with chart of engraving suggestions.  
**NEW BOOK FOR BRIDES** — "How to Plan Your Wedding and Your Silver." . . . Twenty-four fascinating pages . . . Very practical and a priceless record.  
**THE TOWLE SILVERSMITHS** — Dept. K 9  
Newburyport, Massachusetts  
Please send free folders on \_\_\_\_\_ patterns.  
I enclose 10 cents for new book.  
Name and Address \_\_\_\_\_



SEPTEMBER 1, 1939

GEORGE PLATT LYNES

11



*f*or September days in town . . . this very chic soft grey  
wool dress, white striped. From our collection of originals.

Henri  
**Bendel**  
10 WEST 57  
NEW YORK



# PEACOCK calls it *Illusion*.



-but it's really a **FACT!**

*This is the smallest shoe of its size you have ever seen . . . giving the neatest, smartest foot, with utter comfort.*

It's Peacock's new "Illusion Last!"\*

INSIDE, the shoe is your full, roomy size. OUTSIDE, it is almost a flattering size smaller. With skillful shoemanship the space you never use under the toes in the regulation last has been trimmed away (the sketch tells the story) giving a small, beautifully modeled shoe which conforms more closely to the human foot than any which has heretofore been made.

Accessory to Peacock chic are matching  
Bags and Buttonhole Trifles



\*Copyright 1939

Exclusively  
**PEACOCK**

BOYD-WELSH, Inc.  
St. Louis, Missouri



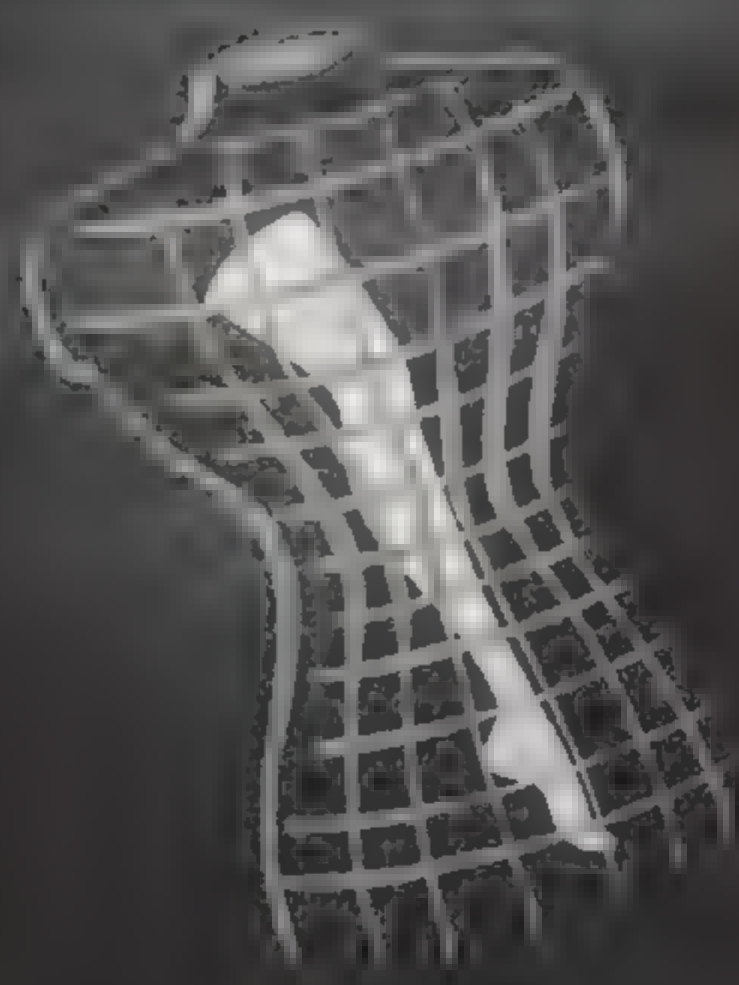
GEORGE PLATT LYNES



*Hattie Carnegie*

... FORTY - TWO EAST FORTY - NINTH STREET, NEW YORK CITY ...



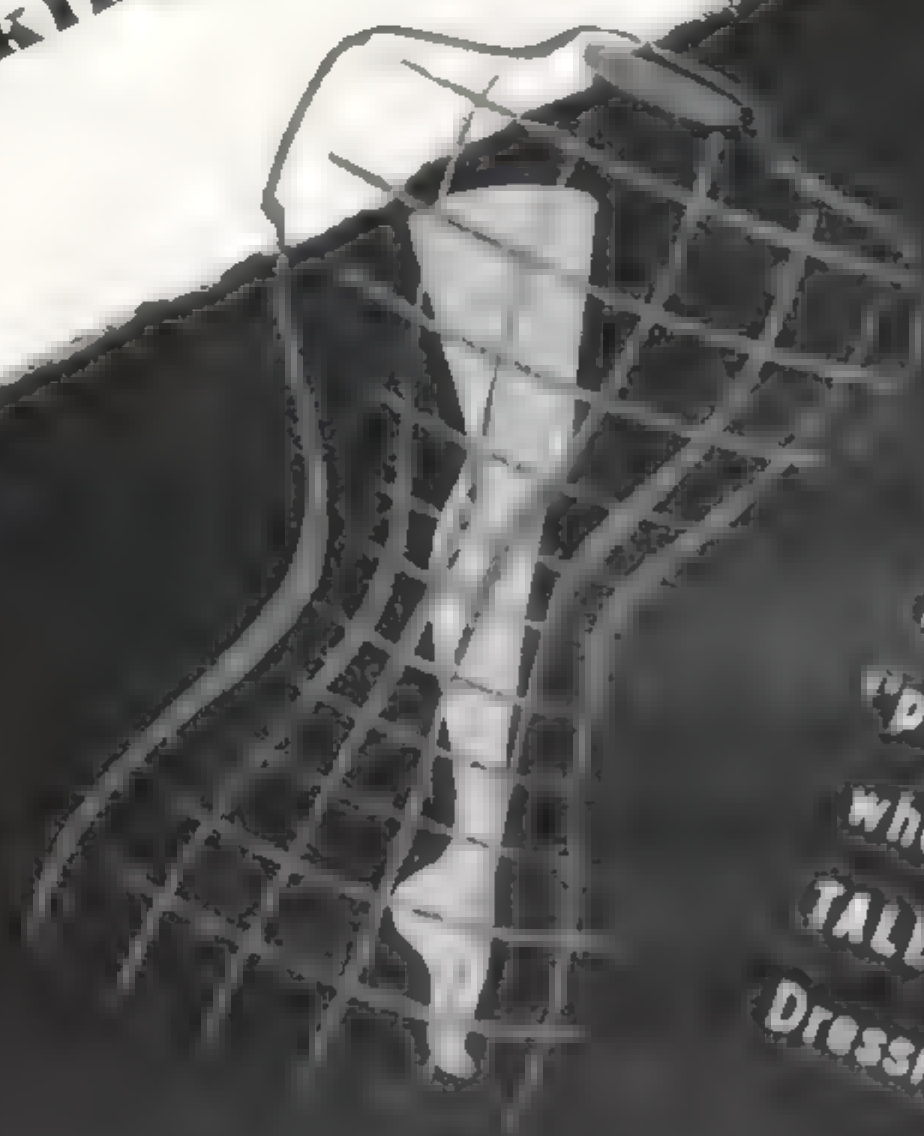


The average-limbed woman,  
not a stocking "problem-child,"  
has the right to expect the  
absolute perfection of fit of  
**MEDIUM**  
Dressmaker Lengths



*You just know  
she wears them!*

and now . . .  
**Dressmaker Lengths**  
. . . stockings with a couturier fit



The small-limbed  
woman will  
find annoying ankle  
"looseness"  
and too-much-above-  
the-knee  
eliminated with  
**SMALL**  
Dressmaker Lengths

The tall-limbed woman ends  
girdle strain and that irritating  
"pulled-up-by-the-toes" feeling  
when she gets into  
**TALL**  
Dressmaker Lengths

You've heard about the famous beauty whose French couturier makes her whole wardrobe to a plaster cast of her figure . . . Now, our thrilling stockings are fashioned as if to a faithful model of *your legs*! Months of research finally developed the correct stocking for each of the three major leg types. Not merely correct in length—but properly proportioned for ankle, knee-bend, and thigh. Ask for your "Dressmaker Length"—small, medium, or tall—if you crave a grooming rare in today's stocking world.

# McCallum Stockings

P R O P P E R S T O C K I N G S





MILGRIM

## *Costume Ensemble*

*Sheared beaver-trimmed coat richly  
complemented by its matching dress*

SIX WEST FIFTY-SEVENTH STREET, NEW YORK. ALSO AT MILGRIM, EAST ORANGE, WHITE PLAINS, CLEVELAND, DETROIT



# Westbury COATS

FOR EVERY PURSE AND PURPOSE



## Westbury FOR RUGGED INDIVIDUALISM

A grand college coat that combines simplicity and luxury . . . In SCOT-TEX, an exclusive Westbury fabric that has unusual beauty and a lustre that grows lovelier with age. Exceptionally smart for on or off the campus.

## Westbury HAS GREAT LUXURY

Formal or casual, depending on the hat and accessories you choose to wear with it. BAGARU is a favorite Westbury fabric whose tightly curled surface and rich texture enhance its lovely colors.



Season in and season out smart women ask for Westbury Coats . . . because under this name they are assured of a uniform high standard of style and workmanship that quality alone produces. The luxurious fabrics are exclusive and beautifully loomed in the new fall colors. Each coat combines last-minute fashion authority with the classic good taste that means you can wear it for many seasons to come. Three styles are illustrated from a wide collection. Westbury Coats are featured exclusively in New York by

**THE TAILORED WOMAN** ..Fifth Avenue  
and at stores throughout the country, or write directly to the sole maker:  
**BAGEDONOW BROTHERS, INC., 512 SEVENTH AVENUE, NEW YORK**



## Westbury GOES EVERYWHERE

This handsome and rich-toned GALTERRY TWEED is highly individual, designed expressly for Westbury Coats. Here you have it in a double-breasted style with full skirt that is at home in town or country.



\*

*Nostalgic Reminders of Another Era* in a lady's first fall costume: the willowy waist, the gently rounded hips, the furs and jewels and scent. Beaver-collared costume from our new Collection, with buttoned jacket over a rayon jersey topped dress. Artichoke green, grey, or black woolen, 89.75. And a muff for prettiness, from 49.50

DACHÉ HAT • FRENCH ROOM



George Platt Lynes

*Marshall Field & Company*

\*

CHICAGO



...Secret for Glamour!  
PAN-CAKE MAKE-UP

★ From the motion picture world comes a new secret for glamour... Pan-Cake Make-Up, created by *Max Factor Hollywood*. It's a make-up miracle because it actually seems to create a new complexion. It gives to the skin the smooth, velvety look of youthful loveliness. It helps hide every tiny complexion fault. It stays on for hours without re-powdering. ★ First introduced in Technicolor pictures, Pan-Cake Make-Up is today's new make-up fashion.

*Max Factor*  
HOLLYWOOD



HEDY LAMARR

The Screen's New Glamour Girl  
Starring with Robert Taylor  
in Metro-Goldwyn-Mayer's

"LADY OF THE TROPICS"



*that ayres look-*



*L. S. Ayres + co.*  
INDIANAPOLIS



**N**EMO'S  
 IVORY-  
 WASHABLE  
 "SENSATION"  
 GIVES  
 FASHION'S  
 DOUBLE  
 CURVE

**NEMO**  
*Sensation*

**A D V I S E S**

"Get longer, better wear from our fine garments with gentle Ivory Flakes protection. Frequent washings in Ivory suds help guard the s-t-r-e-t-c-h and squeeze of the elastic." Just follow the Ivory Safety Rules:

1. Use cool suds of pure Ivory Flakes.
2. Wash and rinse gently.
3. Press out moisture in bath towel.
4. Dry away from heat.



**99 44/100 % P U R E**

TRADEMARK REG. U. S. PAT. OFF. • PROCTER & GAMBLE

**F**ashion experts say: "Double curves ahead!" So achieve your curves gently with Dearset... it's Nemo's latest Sensation! Arrows of power-net elastic mold a "gay nineties" waist. Above the waist Alençon-type lace lifts firm young curves; below, rich satin paneling gives you

the smoothly rounded hips that Fall dresses demand. All sizes 32 to 38 . . . . \$10

Protect the elasticity and life of Dearset as Nemo advises:

**FOLLOW THE IVORY SAFETY RULE . . . WASH YOUR CORSETS WITH GENTLE IVORY FLAKES**





LOOMED BY STROOCK

...and suavely tailored by  
**Peck & Peck with 1940 details**

If you share our weakness for tailored detail you'll count this Haberdasher coat-dress as a rare fall treasure! Credit to its smartness the ponderous pockets, bold buttons and new convertible neck. Score up on its wearable side the subtle undercover buttoning, self-belted waist, and full, soft skirt. We feature this darling of detail in Fyfe green, Duff blue or Scotch clay, and in a rich woolen from the famous looms of Stroock, \$25.00

A DAVID CRYSTAL FASHION

*Peck & Peck*



**"WHEN *You*  
WEAR THEM, YOU'LL  
AGREE WITH US.."**

says  
*Edith Baker*  
Famous Fashion Model

*"They do things for your legs"*

Like the girls who are in the glamour-business, you'll find that beautiful legs look even better in Rollins stockings. Their colors are flattering—their texture flawless and their fit a miracle of smooth perfection proportioned to your size. The Rollins Runstop is only one of the many important service features insuring satisfaction to you.

ROLLINS HOSIERY MILLS, INC.

**Rollins**  
RUNSTOP  
*Stockings*





*Germaine Monteil*

DESIGNS POSTILLION

MUNKACSI

*In California — Exclusive With*

**BULLOCK'S-WILSHIRE** *Los Angeles*

**RANSOHOFFS,** *San Francisco*



*under 20  
or over 40?*

*What difference today...with  
the MIRACLE OF MODERN CORSETRY?*

From Paris, where glamour knows no age limit, Schiaparelli sent Formfit designers the original formula for a fashion-right figure. ✂✂✂



The formula, known as the Scissors Silhouette, is simple: Breasts held high, deftly separated; waist shaped inward to intriguing slenderness; hips and body lines gently curved with flowing grace; and a confident, well poised carriage that commands attention and radiates charm.

✂✂✂ There is no greater aid in achieving a glamorous figure than Formfit's Panel-Art Girdleiere illustrated here. Panels of fabric give flattening control where it is needed most; sections of yielding "Lastex" provide the ultimate in easy comfort; and, of course, the laced control feature swings you along with the sweeping trend of fashion toward the small waisted figure. ✂✂✂✂✂ A lovely figure knows no age and Panel-Art enhances your glamour whether you measure 33 or 48.

PANEL-ART GIRDLES \$5.00-\$10.00 • GIRDLEIERES \$7.50-\$18.50

**PANEL-ART** *by Formfit*  
*extends the age of glamour*





Gathered front shoulder yoke  
in this exciting Fall town-  
dress. Back and front ful-  
ness in the graceful skirt.  
Of Downee, made with  
CELANESE\* rayon yarn. 12  
to 20. Black, mystery green,  
como blue . . . 29.95

**JANE  
ENGEL**  
MADISON AT 79TH

**ADEM, INC.**  
111 Newbury St., Boston, Mass.  
**CHEZ NOUS**  
122 E. Delaware Pl., Chicago, Ill.  
**CITY OF PARIS**  
San Francisco, California  
**FORBES & WALLACE**  
Springfield, Mass.  
**GIMBEL BROTHERS**  
Philadelphia, Pa.  
**ROSE GRASTENFIELD**  
231 Oliver Ave., Pittsburgh, Pa.  
**JOSEPHY, INC.**  
268 N. Beverly Drive, Beverly Hills, Calif.

**LAMSON'S**  
Toledo, Ohio  
**McCURDY'S**  
Rochester, New York  
**CHARLOTTE PARKER**  
1709 H. Street, N. W., Washington, D. C.  
**SCHUNEMANS AND MANNHEIMERS**  
St. Paul, Minnesota  
**JOSEPHINE SCULLIN**  
387 North Euclid, St. Louis, Missouri  
**RUTH VAN SCHAACK**  
992 Farmington Ave., West Hartford, Conn.  
**DOROTHY WOODWARD**  
2460 Fairmount Blvd., Cleveland, Ohio



# The Sporting Thing at Belmont

## Casual Clothes . . in Enka Fashion Approved Rayon

TO THE selection of her casual clothes, the smart woman gives meticulous care. Here, where distinction of fabric and line are of such tremendous importance, fine fabrics of Enka Rayon are always regarded as thoroughbreds.



• At famous Belmont Park where gather women who know fine horses and clothes.



At Saks Fifth Avenue . . . each \$29.95

Prominent in new sports clothes is a dull, slightly rough crepe woven with Enka Rayon. The crisp lines and veering chain-tucked skirt of the dress on the left use to excellent advantage this rich fabric texture.

Jersey, so important in the sportswear picture for fall, is at its best in this new version, knitted with Enka Rayon and combining textural interest, correct drape, and exciting color combinations. The dress at the right shows an adroit use of stripes in this jersey.



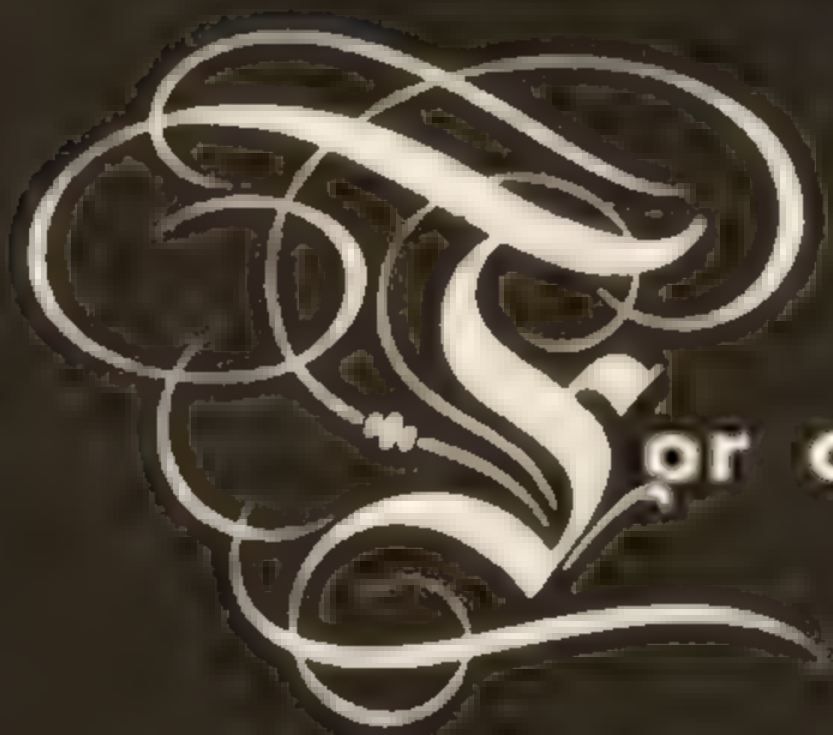
This Enka Fashion Approved tag on clothes is the symbol of verified quality and authentic fashion.

THE FASHION NAME IN RAYON  
STANDARD OF SUPERFINE YARNS

# ENKA RAYON

206 MADISON AVENUE • NEW YORK





For control where you need it—girdle and bra blended into the perfect all-in-one.

*Artist Model*<sup>\*</sup>  
with detachable brassiere

\$5 TO \$35, AT LEADING STORES. ADDITIONAL BRAS FROM \$2 UP. BY AMERICAN LADY, ALSO MAKERS OF MISS TODAY AND NU-NOTE FOUNDATIONS • 148 MADISON AVENUE, NEW YORK, N. Y. • STYLED OF FABRICS CONTAINING COTTON, RAYON, SILK • \*REG. U. S. PAT. OFF.





She bought 2 pairs of stockings and learned that



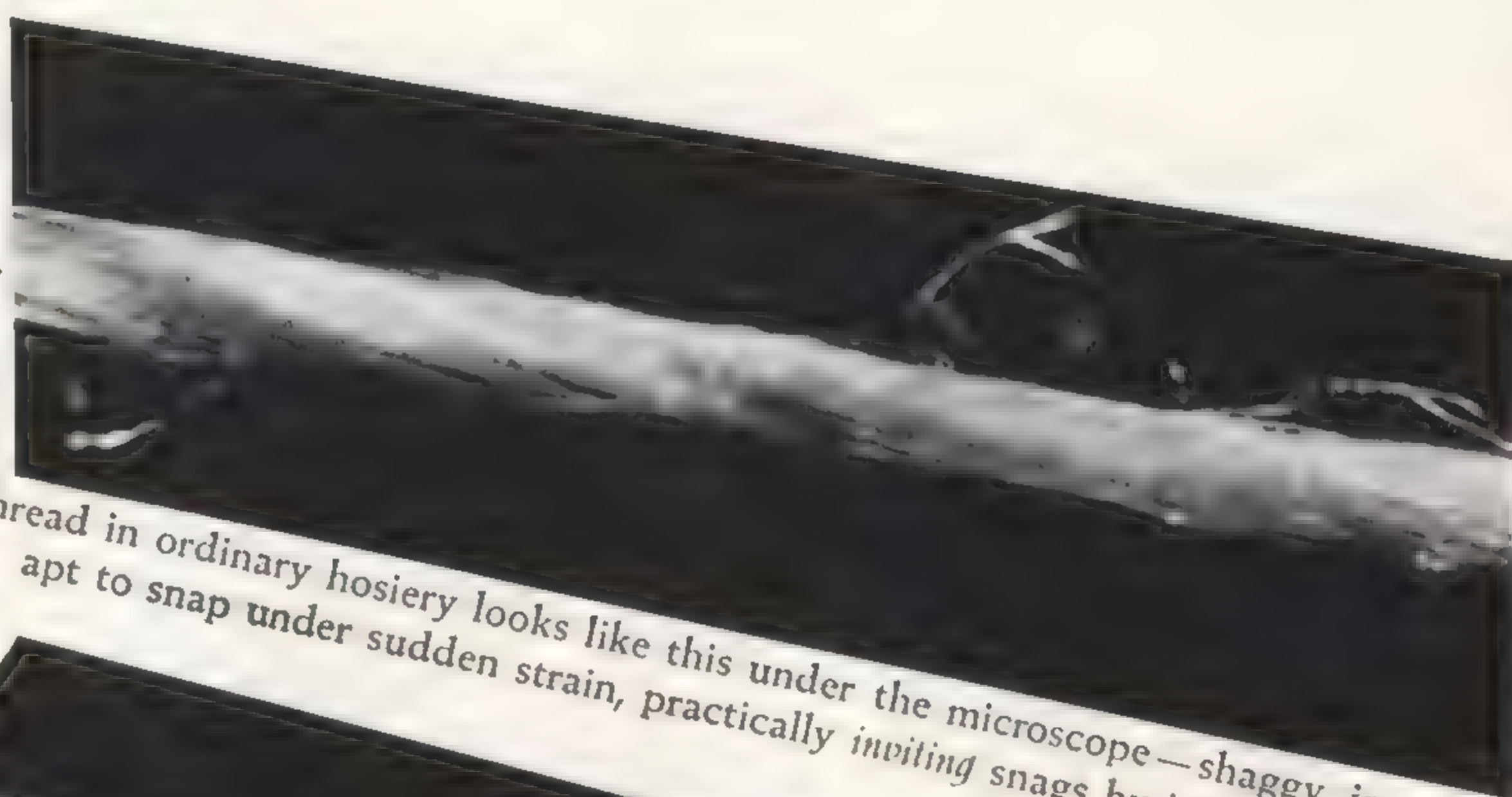
ORDINARY STOCKINGS  
{ Same price as Phoenix! }



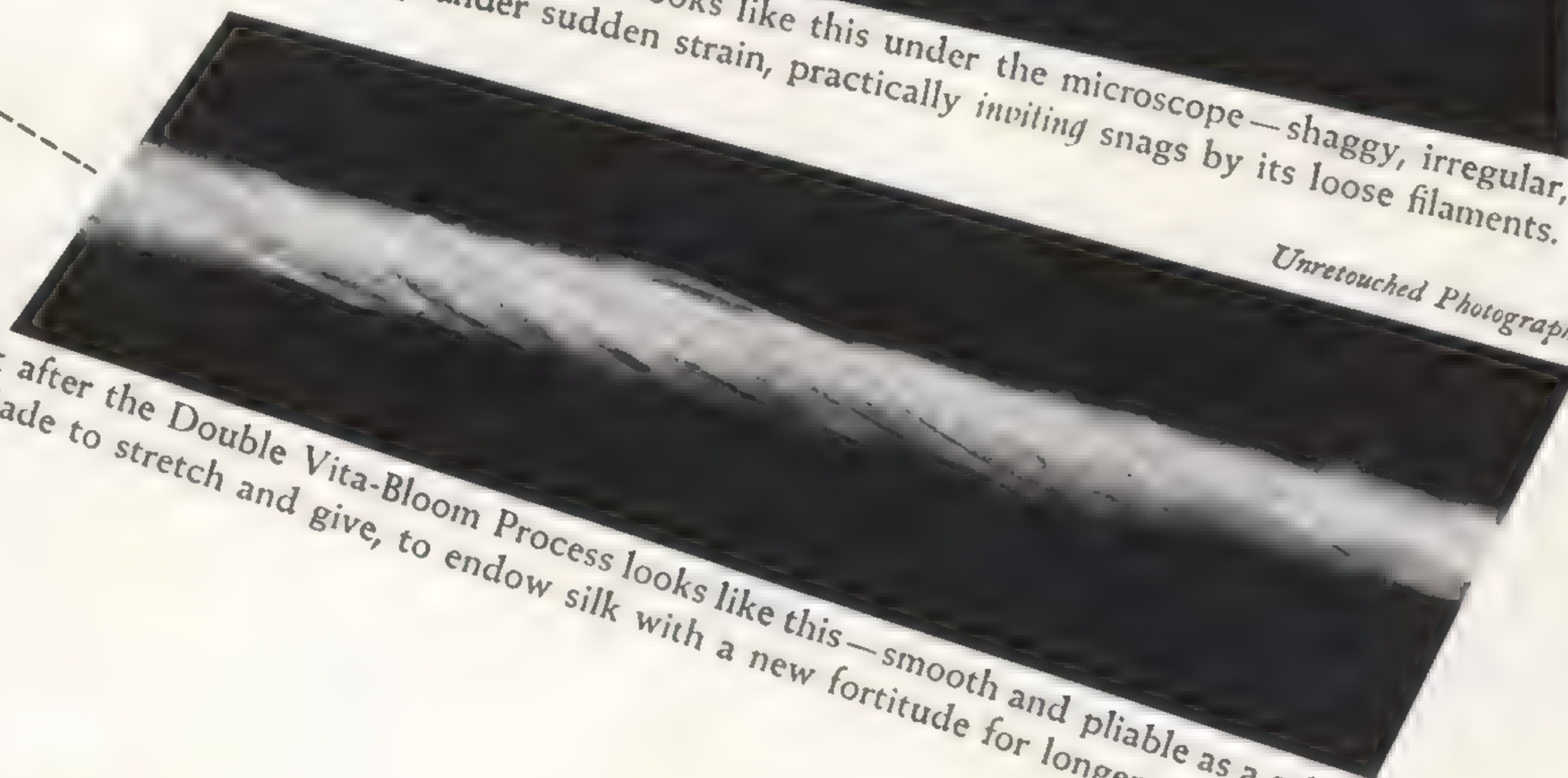
PHOENIX HOSIERY  
{ Double Vita-Bloom Processed }

# SOMETHING

## has happened to HOSIERY!



A silk thread in ordinary hosiery looks like this under the microscope—shaggy, irregular, apt to snap under sudden strain, practically inviting snags by its loose filaments.



*Unretouched Photographs*

Phoenix silk after the Double Vita-Bloom Process looks like this—smooth and pliable as a cable! Made to stretch and give, to endow silk with a new fortitude for longer wear!

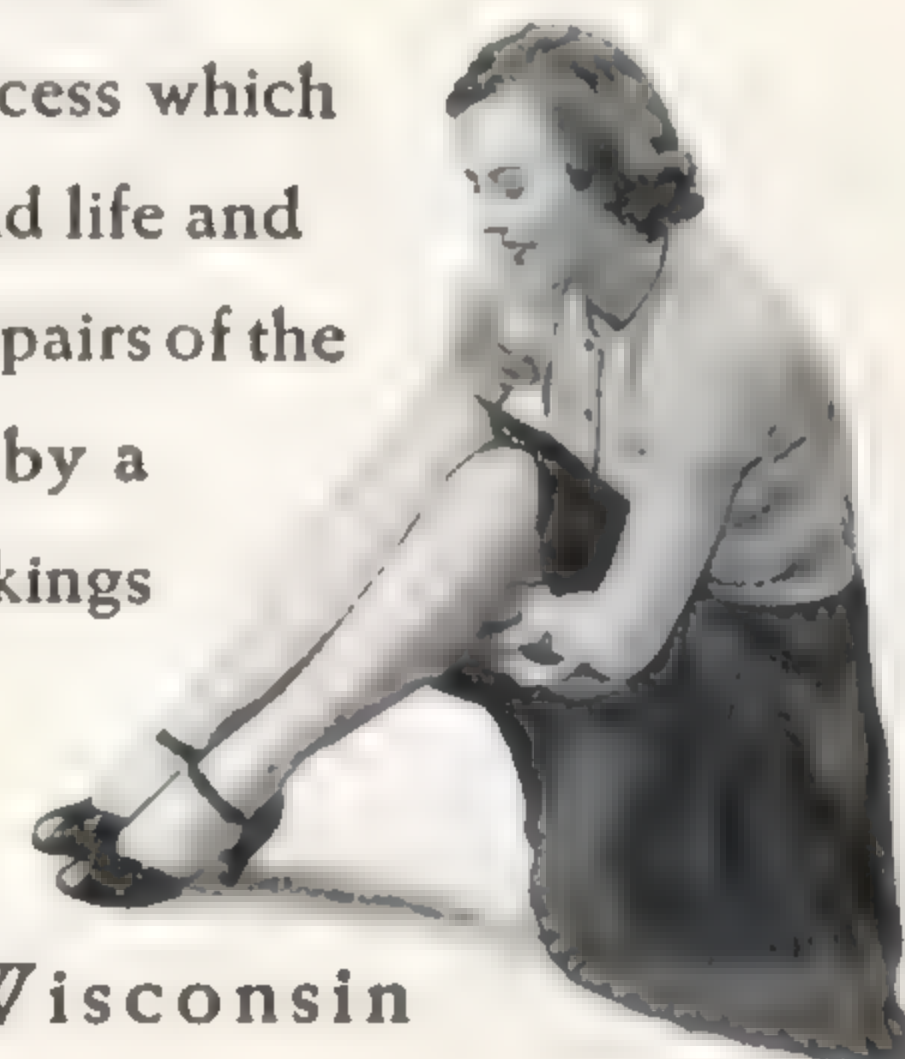


# DOUBLE VITA-BLOOM PROCESSED

Something new—and very welcome—is the new Phoenix Double Vita-Bloom Process which transforms the silk itself—gives it stretch and life and wearability. New—but first proved by 25,000,000 pairs of the original Vita-Bloom treatment, now advanced by a further miracle of science! Let a pair of Phoenix stockings tell you their own "wear" story—pleasantly.

At better stores everywhere. 85¢ to \$1.95

PHOENIX HOSIERY COMPANY, Milwaukee, Wisconsin







WYNN RICHARDS

*Something easy, something sure...* What a comfort it is to know that you have only one name to remember in buying sheets and pillow cases for a bridal trousseau! Only one name and only one quality... Wamsutta *Supercalc*, the "Finest of Cottons." Five generations of brides have set their hearts on having these smooth luxurious sheets...and been thrilled to find that they wear so well, launder so thriftily, and last so much longer than ordinary kinds.

Whether you are a bride or not you should have the new Wamsutta "Guide for the Bride," that tells you just how many sheets and pillow cases to buy for all sizes of beds, houses, and budgets. Send 30 cents for a special boudoir pillow case, 12 x 18 inches, a regular 65-cent value; not sold in stores. Address: Department V-4, WAMSUTTA MILLS, New Bedford, Massachusetts.

**WAMSUTTA**

*Supercalc*  
REG. U. S. PAT. OFF.  
*Sheets*





THE DRESS FOR THE FUR JACKET in

# PACIFIC *Crestlaine*

WORSTED AND RABBIT HAIR



For the simple elegance that is smartness—tailored street dresses of Pacific Crestlaine. This luxurious fabric combines the softness of fine virgin wool, the silkiness of rabbit hair. It is light in weight, yet warm as summer sun. In rich, silvered tones of Airway blue, Glamour green, Bacilla raspberry, Clay brown, to blend perfectly with the autumn scene now—with your fur jacket or fur coat later. PACIFIC MILLS, WORSTED DIVISION, 261 FIFTH AVENUE, NEW YORK

AT PROMINENT STORES

**PECK & PECK**

New York, Boston, Providence  
Philadelphia, Chicago, Cleveland  
Detroit, St. Louis, Minneapolis

**I. MAGNIN & CO.**

California and Seattle



*And Now...*  
**VASSARETTES**  
*De Luxe*

A NEW  
**GLORIFIED CONTROL**  
 THAT'S MORE  
 GLORIFYING THAN EVER



Not just new foundations but a new way of figure-making is yours in these new, rich, gleaming Vassarettes De Luxe. "Lastex," rayon and finest lisle... shirred together in an exclusive Vassarette process... give you not only a luxurious new fabric but, for the first time, control that literally caresses. Softer yet stronger... all the power of "Lastex" is fashioned to melt against your skin. Vassarettes De Luxe are lighter on your figure... more free, more flexible than real restraint has ever been. That's why you can slip into these new Vassarettes almost as easily as you slip on a pair of stockings. In performance as well as in appearance, they're Vassarettes De Luxe! Pictured... new De Luxe Girdle... \$7.50 and backless All-in-One with our exclusive Full Fashioned Bustline... \$15. New, De Luxe fabrics in other styles, ranging from \$5 to \$15, are shown in our picture booklet. Write for it and name of nearest store. Vassar Company, 2565 Diversey Parkway, Chicago.

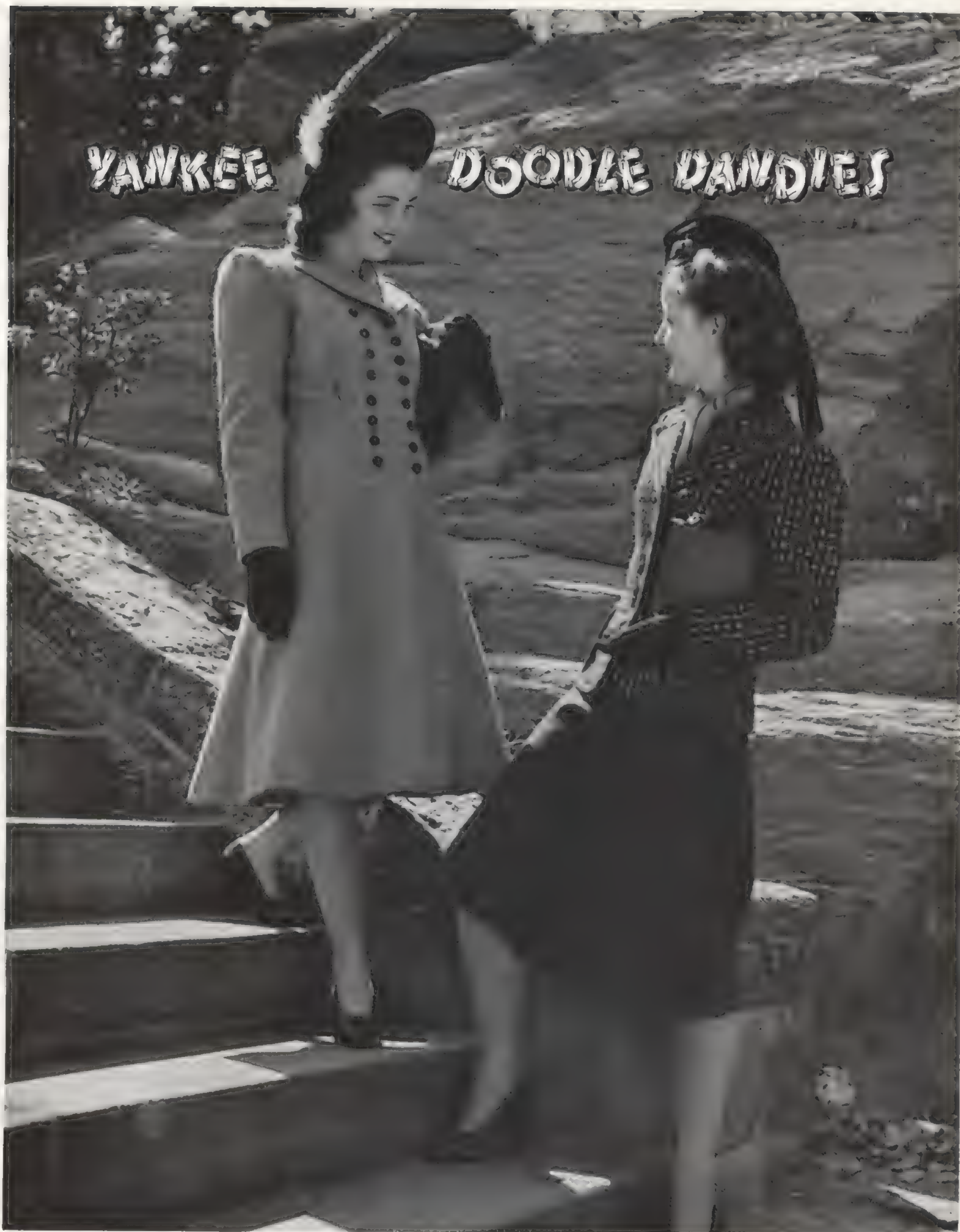
UNDERNEATH IT ALL... A  
*Vassarette*



### Dear Teen-age Girl,

Just look for the blue and white "Younger Crowd Fashion" label at any of these stores. You won't feel uncomfortably grown-up in ultra sophisticated "junior miss" styles. You won't look "babyish" either...for Kay Martin, Nora Corbin, and all the other "Younger Crowd Fashion" designers know where teen-agers need padding up or slimming down!

Albany, N. Y.....Little Folks' Shop  
Allentown, Pa.....Hess Bros.  
Asheville, N. C.....Bon Marche  
Aurora, Illinois.....Young Modern Shop  
Baltimore, Md.....O'Neill & Company, Inc.  
Boise, Idaho.....The Mode, Ltd.  
Boston, Mass.....R. H. Stearns Co.  
Buffalo, N. Y.....The Wm. Hengerer Co.  
Charleston, W. Va.....Telford's  
Charlotte, N. C.....J. B. Ivey & Co.  
Chattanooga, Tenn.....The Vogue  
Chicago, Ill.....Carson Pirie Scott & Co.  
Cincinnati, Ohio.....H. & S. Pogue Co.  
Cleveland, Ohio.....The Halle Bros. Co.  
Dallas, Texas.....Dreyfus & Son  
Denver, Colo.....Daniels & Fisher Stores Co.  
Detroit, Mich.....The J. L. Hudson Co.  
Elmira, N. Y.....The Gorton Co.  
Erie, Pa.....The Halle Bros. Co.  
Fayetteville, N. C.....Fleishman's Style Shop  
Flint, Mich.....Smith Bridgman Co.  
Grand Rapids, Mich.....The Corl Cradle Shop  
Harrisburg, Pa.....Mary Sachs  
Hartford, Conn.....G. Fox & Co.  
Huntington, W. Va.....The Kiddie Corner  
Indianapolis, Ind.....L. S. Ayres and Company  
Jackson, Miss.....Kennington's  
Kalamazoo, Mich.....Aunt Katie's Shoppe  
Kansas City, Mo.....Harzfeld's  
Lincoln, Nebr.....Hovland Swanson Co.  
Little Rock, Ark.....Pfeifer Bros. Inc.  
Los Angeles, Calif.....J. W. Robinson Co.  
Memphis, Tenn.....B. Lowenstein & Bros., Inc.  
Milwaukee, Wisc.....T. A. Chapman Co.  
Minneapolis, Minn.....The Dayton Co.  
Montreal, Canada.....Henry Morgan Co., Ltd.  
Nashville, Tenn.....The Cain-Sloan Co.  
New York, N. Y.....Lord & Taylor  
Oklahoma City, Okla.....John A. Brown Co.  
Omaha, Nebr.....The Aquila, Inc.  
Pasadena, Calif.....F. C. Nash & Co.  
Philadelphia, Pa.....The Blum Store  
Pittsburgh, Pa.....Kaufmann's  
Portland, Maine.....J. E. Palmer Co.  
Poughkeepsie, N. Y.....Lucky, Platt & Co.  
Roanoke, Va.....S. H. Heironimus Co., Inc.  
Rochester, N. Y.....Sibley, Lindsay & Curr Co.  
San Francisco, Calif.....The White House  
Scranton, Pa.....The Heinz Store  
Seattle, Wash.....Frederick & Nelson, Inc.  
Spartanburg, S. C.....The August W. Smith Co.  
Springfield, Mass.....Forbes & Wallace  
St. Louis, Mo., Scruggs-Vandervoort-Barney, Inc.  
St. Paul, Minn.....Field-Schlick, Inc.  
St. Petersburg, Fla.....Lowrey's  
Syracuse, N. Y.....C. E. Chappell & Sons, Inc.  
Washington, D. C.....Woodward & Lothrop, Inc.  
Wilmington, Del.....Arthur's Apparel Shop  
Worcester, Mass., John C. MacInnes Co., Inc.



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### "Younger Crowd Fashions"

Hats off to tweeds as Yankee as the Vermont hills! In luscious colors typical of the American countryside . . greens of spruce or cypress . . browns and yellows of sugar maples . . blues of mountain lakes . . smoky mauves of snow-capped peaks. "Younger Crowd Fashions" . . designer originals that solve teen girls' fashion and figure problems because they're designed by talented young Americans. Left: All-wool Chesterfield with slimming half-belt, lined and interlined. Brown, Teal, Oatmeal, 19.95. Right: Town-country all-wool jacket, fully lined. Teal or Brown multi-color, 9.95. 6-gore built-up, all-wool skirt, in one of jacket colors, leather belt, 4.95. Teen sizes 10-16.

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How to mix costume and accessory shades smartly—and enhance them with the correct hosiery shade in new Patriotic colors by Holeproof.



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New ★  
★ Patriotic Colors

### Columbia

A glowing tone to wear with black, all greens, rosy browns and very new blues.

### Gold Rush

A vibrant copper to brighten black, all browns and important new greens.

### Democracy

A new tone with a winery undertone—charming with vintage colors, purple browns, and black.

### Colonial Dame

A medium rosy shade; goes with Alpine Rose, Strawberry Red and black. Lovely for evening.

### Mayflower

A rosy medium beige—delightful with black, blues and rosy browns. Excellent in all weights of hosiery.

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A cheerful medium tone for brown, rust, new greens, black, new slate blues. This shade illustrated.



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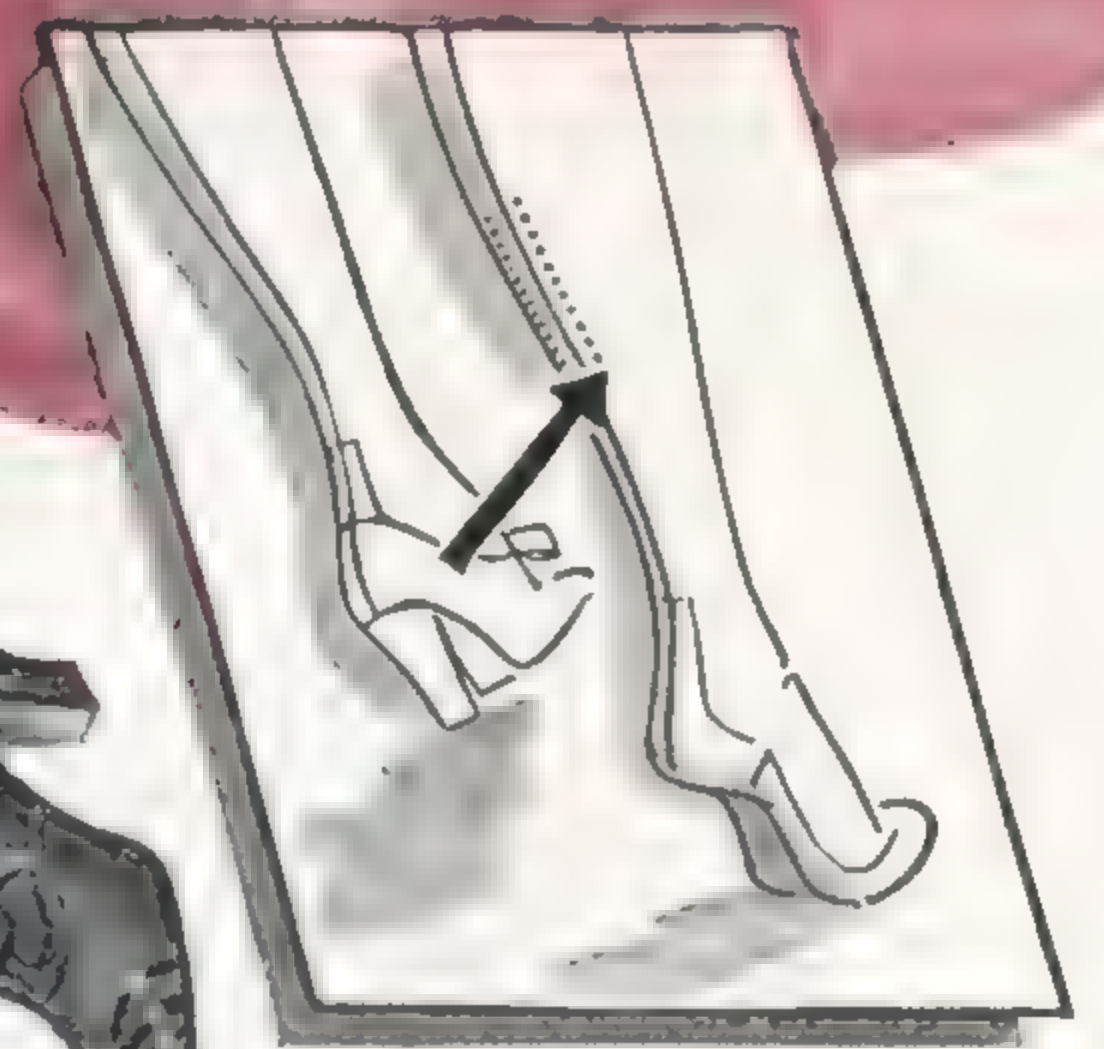
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The CHAPELLE



The DOLLY



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**SHORTBACK\* FOOT SAVERS**  
*fit and cling to your foot like a*  
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Your stockings cling charmingly to every curve of your leg—because they're full-fashioned! Now you can have this same, sleek *full-fashioned* fit in shoes! These brilliant new Foot Savers are shaped over our exclusive Shortback Lasts to fit *every* curve of your foot just as a stocking fits your leg. Your heel and instep seem moulded in leather—no gaps or bulges to spoil the lines of your shoes—the beauty of your foot. And because Foot Savers are truly *full-fashioned*, your toes wiggle in comfort even though your foot is streamlined. Write for new picture book—and name of nearest store. The Julian & Kokenge Company, 67 W. Main St., Columbus, O. Junior Foot Saver Shoes, made by Curtis-Stephens-Embry Co., Reading, Pa. \*Reg. U. S. Pat. Off. Copyright 1939, The Julian & Kokenge Company


In her hand—The GLADYS  
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**SHORTBACK means**  
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 ... Shoes made to fit your foot like a stocking fits your leg. And remember, *only* Foot Saver Shoes are made over Shortback Lasts.

*Shortback\**  
**FOOT SAVER SHOES**  
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Good breeding has made the Kislav Glove an aristocrat very much at home in soap and water! For these famous gloves are made in France of rich, velvety French doeskin\* specially bred for washability.

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# THE PARIS OPENINGS

In this—the September 1st issue of Vogue—we give you our first, on-the-spot impressions of the Paris Openings. For the complete and considered appraisal of the new mode, you need *September 15th Vogue*.

You'll view the new Paris fashions with Vogue's editors, the most experienced group of fashion experts in the world. You'll see the new lines, the new colours, the new silhouettes that are slated for success.

In page after page of sketches—photographs—descriptions and counsel—September 15th Vogue brings you the story of the Paris Openings and the Autumn mode.

Before you buy a single dress, a hat or a handbag—safeguard the success of your purchase with the important Paris Openings number of Vogue. On your newsstand September 10th—35c.

# SEPTEMBER 15th VOGUE



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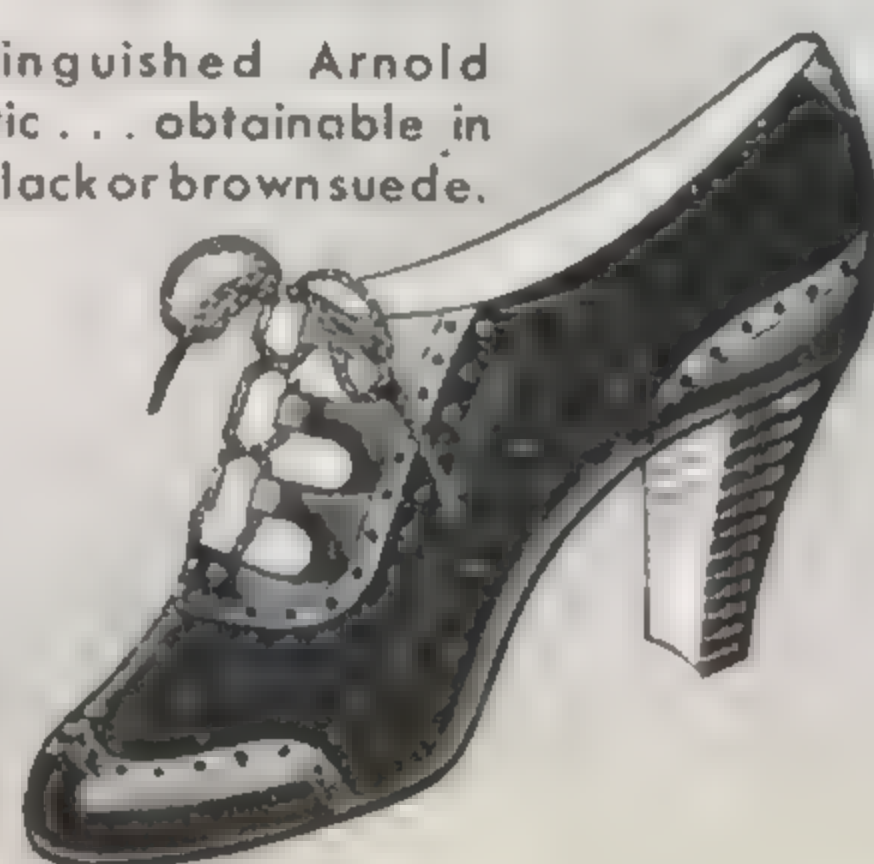


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Black or brown suede, brown and white, blue and white, black or brown Norwegian calf.

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# Modernization Guide

## HIGHLIGHTS OF THE SEPTEMBER DOUBLE NUMBER

### SECTION I:

- College Decoration
- Marshall Field's Plantation
- Game Rooms
- The Room of the Month
- Unusual New Building and Decorating Materials
- Gardening Information on American Orchids, Hybrid Roses, Topiary
- Children's Rooms

### SECTION II:

- Before-and-After Photographs of Outstanding Modernization Jobs
- Right and Wrong Exteriors and Interiors
- Rooms of Outstanding Merit
- Outdoor Living Areas
- Work and Recreation Rooms
- Painting and Varnishing
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• If your house is out of step with today—if it needs modernization, enlargement, remodeling, or restoration—read September House & Garden and learn how to solve your particular problem.

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- The enlargement of a New Jersey farmhouse
- The restoration of an 1811 house
- The moving and remodeling of a 20-room Vermont house
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In addition—you'll find scores of other ideas on home modernization in the September issue: new building and decorating materials . . . right and wrong interiors and exteriors . . . advice on screens, fences, painting . . . plans for outdoor living areas . . . suggestions for making the most of closet and storage space . . . up-to-the-minute heating, ventilating, and air-conditioning equipment.

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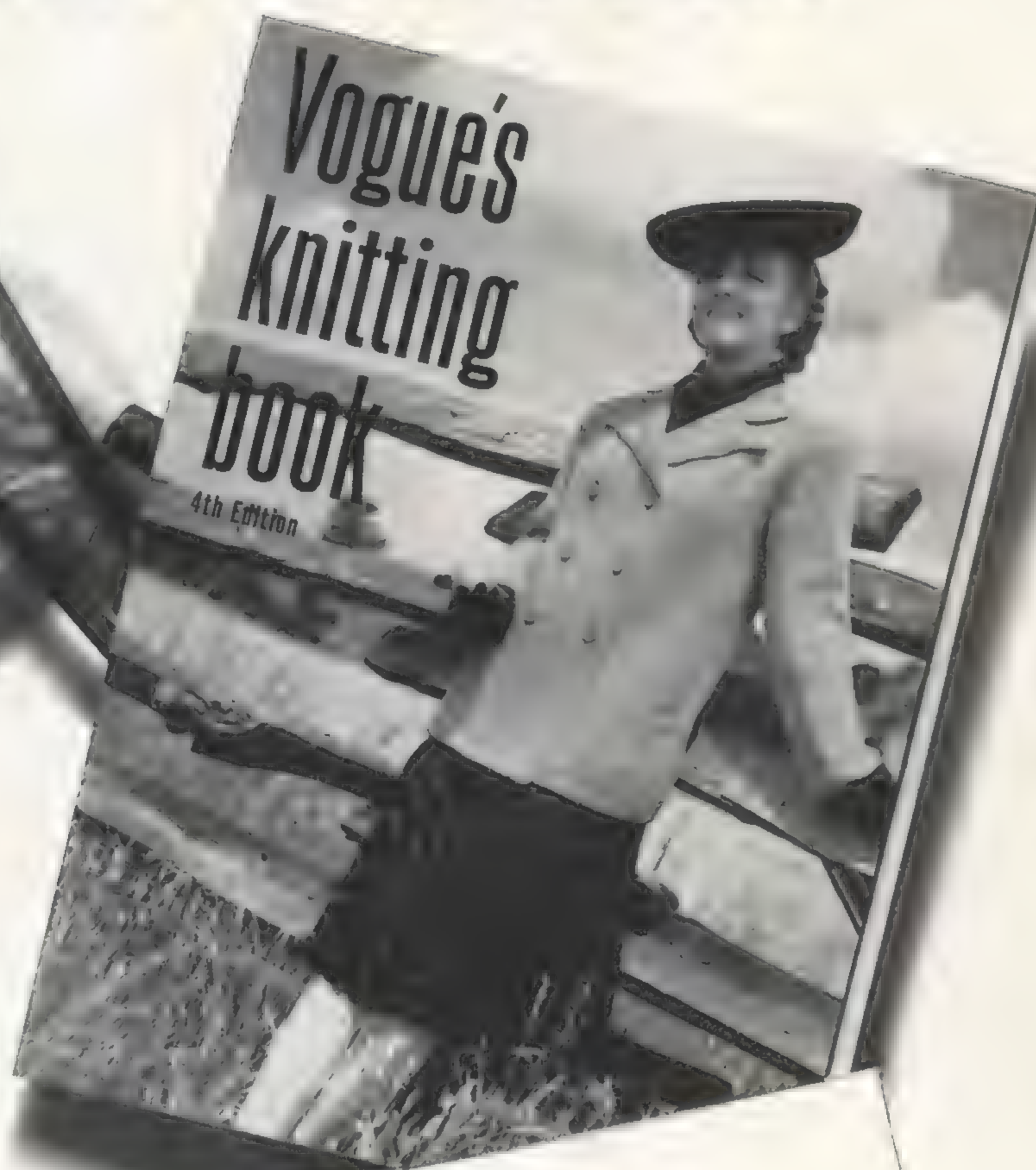
# It's coming— VOGUE'S 4<sup>th</sup> KNITTING BOOK

Are you one of today's smart women who knit—not only because you enjoy it—but because you appreciate the fact that hand-knit clothes have a can't-be-copied chic? Then you'll be delighted to know that Vogue's 4th Knitting Book is on the way.

The 1939 edition is by far the most brilliant and complete Knitting Book that Vogue has ever published. You'll find its arrangement particularly convenient. It devotes one entire section to knitted evening fashions—another to daytime knit-wear—others to sportswear, accessories, dresses, men's sweaters, etc.

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- Box Coats
- Lumberjackets
- Boleros
- Dresses
- Turbans
- Scarves
- Gloves
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As seen at B. Altman & Co., New York; Bullock's Wilshire, Los Angeles; Carson, Pirie, Scott & Co., Chicago; Himmelhoch, Detroit; Neiman-Marcus, Dallas; and other fine stores.



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# THE GOURMET'S GUIDE

SELECTED RESTAURANTS IN AND OUT OF TOWN

## RESTAURANTS—dining

### DIVAN PARISIEN

17 East 45th St.  
Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad. Luncheon and Dinner. Finest vintage wines, and liquors. Air Conditioning. Murray Hill 2-9223

### JANE DAVIES'

145 West 55th St.  
Luncheon 35c, 65c, 75c. Dinner 1 and \$1.25. Vintage Wines

**ALEXANDRA RESTAURANT**—8 East 49th Street. Champagne cocktail dinner \$1.10 & \$1.50. Daily 5 to 8:30 P.M. Sunday dinners—noon to 8:30 P.M. The most talked about dining place in New York.

**CRILLON**, 116 E. 48th St. Completely air-conditioned. Justly famous for cuisine and cellar. Luncheon \$1—Dinner from \$1.50 in the Main Dining Room. Dollar London-Butter-Dinner before theatre in the Bar.

**THE BLUE BOWL AT 157 EAST 48th ST.** specializes in good food served in informal and friendly surroundings. The kind of place you return to again and again. Luncheon 50c & 75c, Dinner 75c to \$1.25

### KENTUCKY SERVES A MEAL

Featuring Kentucky Mint Juleps. Luncheon from 75c—Dinner from \$1.00 to \$1.50. Elizabeth D. Reynolds, Inc., 15 East 48th St.

**MIYAKO—JAPANESE CUISINE**, 310 W. 58th St. Columbus 5-6577. Famous original Sukiyaki—cooked right on your table. Tempura Cuisine. Excellent luncheon & dinner. Open 12 to 11 P.M. Air Conditioned.

**RESTAURANT MAYAN**, 18 W. 51st St., Rockefeller Center. Popular rendezvous for luncheon, cocktails, dinner. Unusual atmosphere. Luncheon entrees from 60c. Dinner prix fixe from \$1.50; also à la carte. Comfortably air-conditioned.

**GRAND CENTRAL TERMINAL RESTAURANT** and Oyster Bar. Lower Level, Grand Central Terminal. Nationally famous for all sea food. Steaks and chops a specialty. Lunch from 65c. Dinner from \$1.00, à la carte. Delightfully air-conditioned.

**ROCKEFELLER PLAZA RESTAURANT**—32 W. 50th St. Smart but informal. Plaza Room—club breakfast 60c, luncheon from 75c, dinner from \$1.00, cocktails from 25c. Old New York Room—luncheon from 75c, dinner from \$1.00. Cocktail lounge. Cocktails from 25c. All rooms comfortably air-conditioned.

**CAFE LOUIS XIV**—15 W. 49th St., Rockefeller Center. Cuisine Classique. Fine Wines, American Bar. Prix Fixe Luncheon \$1.50, Pre-Theatre Dinner \$2.00, also à la carte. Music. 5 minutes from theatre district. Comfortably air-conditioned.

**CHAMBORD**—803 Third Avenue, N. Y. (EL 5-7180). French Cuisine for the gourmet. Novel kitchen behind glass. Cellar for "Connoisseurs". Lunch from \$1.00. Dinner from \$2.00. Closed Sundays. Air conditioned.

**CAVIAR RESTAURANT**—18 East 49th Street. "Rendezvous for Epicureans." Direction of Antoine Dadone. Unique cuisine, rare wines. Luncheon, cocktail hour, dinner. Wickersham 2-2224.

**JANET OF FRANCE**, 237 W. 52 St., W. of B'way. Famous for "onion soup", Chateaubriand Steak. Dinner \$1 up; lunch 65c. Fair or no fair the prices are always the same. Columbus 5-8717.

**PATRICIA MURPHY'S Candlelight Restaurants**. The Barclay—33 E. 60th St., Manhattan. The Candlelight—114 Henry St., Brooklyn. Sophisticated American Foods. Air conditioned and soundproofed.

**MAISON MAURICE RAVIOL**, 3 E. 48 St. French cooking at its best. Quite the feeling of Paris and ideal for lunch between shopping or a theatre dinner. Excellent seafood and wines.

### CAFE TROUVILLE

112 East 52nd St.  
Open for luncheon, cocktail hour and dinner. Entertainment during supper.

## RESTAURANTS—dining

### BARBOUR

1 West 52nd Street at Fifth Avenue.  
Special three course luncheon \$3.60, served 11:45 to 3. Four course dinner \$1. Soundproofed. Bar and Grill.

**CAFE ST. DENIS**—11 East 53rd Street, EL 5-8032. A real French Restaurant catering to cosmopolitan palates. Air Conditioned. Lunch from 75c. Dinner from \$1.25. Also à la carte. Open air Marine garden.

**SCHRAFFT'S**. Home of Fine American Cooking. Breakfast, Luncheon, Afternoon Tea, Cocktails, Dinner, Supper, Sodas, Ice Cream, Cakes, Candy, Club. Dinner \$1.35. 38 Schrafft's in Greater N. Y.

### LA CRÉMAILLÈRE

Formerly on the Roof 30 Central Pk. S. Now 24 E. 62nd. Cocktail lounge. Cuisine and Cellar of reputation. Lunch from \$1. Dinner from \$1.75. RIL 4-9671.

**4 W. 49th SUSAN PALMER** 11 A.M. to 11 P.M. No better food any place at any price. Specialties every day by popular demand. Luncheon from 65c—Dinner from \$1.00. Try the famous oyster bar.

**LAFAYETTE**—9th St. at University Place. Renowned for French Cuisine since 1883. Prix Fixe Luncheon and Dinner. Also A La Carte. Good wines. Dinner music. Also French Café.

### CHEZ MARIE—129 East 47th Street

Continental food served in American atmosphere. Famous for our onion soup. Lunch from 75c, dinner from \$1.50. Cocktail bar. Tel. EL 5-9848.

### COLBERT 12 East 49th Street

Luncheon from \$1.25. Dinner from \$2.00. Sea Food Bar—Beefsteak Garret. One of America's most unusual Restaurants. French Cuisine. PLaza 8-1865.

## RESTAURANTS—with dancing

**LE COQ ROUGE**—65 E. 56th St. Famous cuisine. Luncheon, Dinner and after theatre. Dancing—Entertainment. George Sterney's Orchestra and Tisdale's Trio. Reservations. PLaza 3-8887.

**LARUE**—45 East 58th Street. VOI 5-6374. New York's smart rendezvous. Cocktails, dinner, supper—Air Conditioned to your comfort—Eddie Davis' orchestra alternating with Joseph Smith's orchestra.

**RUSSIAN BEAR**—645 Lexington Ave. (54 St.). America's oldest Russian Rest. Est. 1908. Nationally famed for excellent Russian cuisine. True Russian Atmosphere. Balalaika Music. Dancing. EL 5-9080.

## OUT-O'-DOORS

**PAVILLON MARGUERY**. A truly French Restaurant. 47th & Park Ave., WI 2-8494. Coolest garden in town protected from sun and rain. Luncheon, Cocktail Hour, and Dinner at popular prices.

**LITTLE OLD MANSION**—61 E. 52 St. Unusual Food Served in One of New York's Delightful Old Houses. Dine in miniature garden. Luncheon 60c up. Dinner \$1 up. Closed Sat. and Sun. July and August.

**24 WEST 55 ST. CAFE & RESTAURANT** (Rockefeller Apartments—just off 5th Ave.) Cool and restful—lovely shade trees. Luncheon from 60c, large cocktails from 25c, dinner from \$1.00. Also à la carte. Air-conditioned indoor restaurant.

**ST. MORITZ-ON-THE-PARK**. 50 Central Park South. Dinner and supper dancing in the Cool Sky Gardens. All-star show. Home of Café de la Paix. Featuring "Round the World Bar and Sidewalk Café."

**KUNGSHOLM**, 142 E. 55 St.  
Prix Fixe Luncheon 75c. Dinner de luxe from \$1.25, including Smörgåsbord, Cocktail Bar & lounge. Beautiful Summer garden. Music by Muzak. EL 5-8183.

**PROMENADE CAFE**, Lower Plaza, 49-50 Sts. Rockefeller Center. Superb food in a garden setting. Shade trees—gay umbrellas. Luncheon Entrées from 50c. Prix Fixe Dinner from \$1.50. Music.

## AT N. Y. WORLD'S FAIR

**THE STAR AND CRESCENT**—Turkish Pavilion on Market St. Authentic Turkish cuisine in a romantic setting. Famous Turkish aperitif—"lion's milk". Lunch \$1.—\$1.50. Dinner \$1.50-\$2.75 & à la carte.

## LOUNGE BAR

**WHALER BAR**—Madison Ave. at 39th St., N. Y. Board the whaler "Wanderer" as she gets under way with a full cargo and all hands on deck. Pull up to the captain's table and have your tot of pilot's grog. Special shoppers' luncheon from 55c.

## FOOD FOR BEAUTY

**HELENA RUBINSTEIN'S ZURICH LUNCHEON** 715 Fifth Avenue. Where smart women learn to diet for streamlined vitality in an atmosphere of international chic. Four-course luncheon, \$1. to \$1.50.

## WESTCHESTER

**ANNA HELD'S COUNTRY INN**—Bronx River Parkway. East of Peekskill. The unique spot in Westchester. Luncheon—Cocktails—Dinner. Visit the Anna Held Museum. Your hostess—Anna Held, Jr.

## LONG ISLAND

**ROUND HILL RESTAURANT**. Séjour des Gourmets. So. Huntington. Cuisine Française. Dining al fresco. Wines & Liquors. Open all year. 34 miles from N. Y. on Jericho Turnpike, Rt. 25. Huntington 1371.

**BEAU SÉJOUR**, Bethpage. Off route 107. All dishes prepared to order. Luncheon on terrace dining-room overlooking gardens. Luncheon and dinner à la carte. Unusual cellar of fine wines and liquors.

**ROSLYN MILL TEA HOUSE**. In Roslyn on route 25A. Old Grist Mill built in 1701, replete with colonial charm and atmosphere. Luncheon, tea or dinner on terrace overlooking harbor.

## NEW JERSEY

**HANS CHRISTIAN ANDERSEN**, Paramus. 15 min. from Geo. Washington Bridge. Route 4. Luncheon, cocktails, tea, dinner. Dutch Oven Chicken & Cape Cod Pecan Pie. Closed Mondays except holidays.

**OLD MILL INN**—Route 32 between Morristown and Bernardsville. Picturesque old inn amid historic surroundings. Delicious food & delightful atmosphere. Outstanding country restaurant. Air conditioned.

## NEW YORK STATE

**THE TOWER INN** (2 miles east of Amsterdam on Route 5, Mohawk Turnpike). Noted for thick steaks and chops, broiled over the coals. Southern chicken, fresh vegetables, crisp salads. Restful surroundings.

## CONNECTICUT

**WAKE ROBIN INN**, Lakeville. Via Eastern State Pkwy. Charming country home. Broad veranda, spacious grounds. Golf, tennis, swimming, riding. Marie, the cook, tempts you with delicious Southern dishes.

**THE BARNACLE**, Bradley Point, West Haven. Off Route 122. Specializes in fresh lobster—also chicken & steak. Luncheon, Tea and Dinner. Fine wines and Cocktails. April into November.

**CURTIS HOUSE**, Woodbury—On Route 6, 20 mi. N. of Danbury. Famous Colonial Inn since 1751. Onion soup au gratin, charcoal broiled steak, flaky chicken pie, salad bowl, cocktails. Rooms furnished with antiques in 18th Century atmosphere.

**THE CLARK STUDIOS**, Noank, near New London. Off Route 1, in quaint New England fishing village. High up on hill overlooking the Sound. Outside terraces. Unequaled French and seafood dishes.

**OUTPOST INN**—Route 35, just North of Ridgefield, Conn. Superb French cuisine and impeccable cellar of rare wines, liquors. A lovely place to spend a week-end, or longer. Telephone Ridgefield 882.

**WHITE TURKEY INN**. Route 7—4 miles North of Danbury, Conn., famous for fine food. Dinners, cocktails. In New York City it's the White Turkey Town House, One University Place, on historic Washington Square. Open Sundays at noon.

**THE PETTIBONE TAVERN** (Weatogue), Simsbury, Conn. From N. Y. Route 10, College Highway; from Boston via Stafford Springs. Charming old Tavern of Colonial Days. Outdoor garden. Simsbury 213.

**1836 HOUSE**, 810 Main St., Torrington, Rt. 7. Opened this year. One hour from Danbury. Main Street, yet the country. Superior food served in beautiful old New England estate. Charming surroundings.

## MASSACHUSETTS

**THE BLACK HORSE INN**—Hingham, Rt. 128 or 3A. On the way from Boston to Plymouth and Cape Cod. Colonial New England at its best. Outstanding food and service. Charming gardens. Hingham 1161. between Providence, R. I., and Boston, Mass.

**MARY HACKETT**. Route 14, Duxbury, on the way to Plymouth. Good food served in the modern manner at thrifty New England prices in a house built in pre-revolutionary days.

## VERMONT

**MONUMENT INN**, Bennington, Vermont. One of the Best Inns in New England—French Cuisine—Delightful Rooms. Under direction of Mr. Theodore Titze.

## WASHINGTON

**HARVEY'S FAMOUS RESTAURANT**—1107 Connecticut Avenue. Famous for notable dinners and distinguished diners since 1858. Your Washington visit should include this far-famed epicurean rendezvous in the Nation's Capital.

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**DINING ROOM**

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WHERE EVERY MEAL IS  
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# VOGUE'S TRAVELOG

## CHILDREN AND VACATIONS

More and more of the New England resort hotels are beginning to realize the importance of providing facilities for the care and amusement of children from the ages of 2 to 13.

At Hanover, New Hampshire, the children's Ski School was so successful that it was decided that it might be a good idea to make arrangements for the care of younger children during the Summer months. Accordingly an Infants' Play Group was established. Here the children are under the guidance of competent instructors who keep them busy from 9 o'clock until 4.

Also at Swampscott, Massachusetts, and at Forest Hills, New Hampshire, children are being given a lion's share of the attention. In both of these places there are sufficient playground facilities to delight any youngster's heart.

## ARIZONA

### Tucson

**Santa Rita Hotel.** 250 rms. Air-conditioned. Tucson Social center; Western hospitality. Fine cuisine; famous dance bands. Polo, Golf, Nick Hall, Mgr.

## ARKANSAS

### Hot Springs National Park

**Arlington Hotel & Baths.** Arthritis, circulatory benefits. Waters owned and recommended by U. S. Government. Golf . . . Fishing. Write for folder.

## CALIFORNIA

### Santa Monica

**Miramar Hotel.** Mid beautiful gardens, atop the Palisades on the Pacific. Hotel rooms, bungalows and apartments with hotel service. A. or E. plan.

## CONNECTICUT

### Old Lyme

**Boxwood Manor** offers good food, comfort, lovely gardens, private beach at ocean, sports. Three hours from New York or Boston. Season to October 15th.

## MARYLAND

### Baltimore

**The Belvedere.** A really fine and modern hotel. Rooms, cuisine and service in keeping with the highest standards of living. Rates begin at \$3.50.

## MASSACHUSETTS

### Northampton

**Wiggins Old Country Store, Wiggins Old Tavern and Hotel Northampton**—combining old charm and modern accommodations. Authentic New England Antiques.

## MISSISSIPPI

### Pass Christian

**Inn By The Sea and Cottages.** Always open. On private bathing beach. All sports. Paved roads. Climate ideal. Near New Orleans.

## MISSOURI

### Kansas City

**Riviera-Locarno Apt. Hotels.** 229-235 Ward Parkway. "For fine living." Beauty & charm. Permanent guests. Furn. & unfurn. 3 to 7 rooms. 2 & 3 baths.

## NEVADA

### Lake Tahoe

**Glenbrook Inn and Ranch.** On most famous lake in West. Excellent golf, motoring, lake and mountain sports. One hour west of Reno on U. S. Route 50.

## NEW JERSEY

### Atlantic City

**Marlborough-Blenheim.** Central boardwalk, overlooking ocean. American and European plans. 37 years' ownership management. Josiah White & Sons Co.

## NEW YORK

### Long Island—Orient

**Mount Pleasant Hotel**—For discriminating people whose watchword must be economy. All sports—easily accessible. Private Beach. Splendid Meals.

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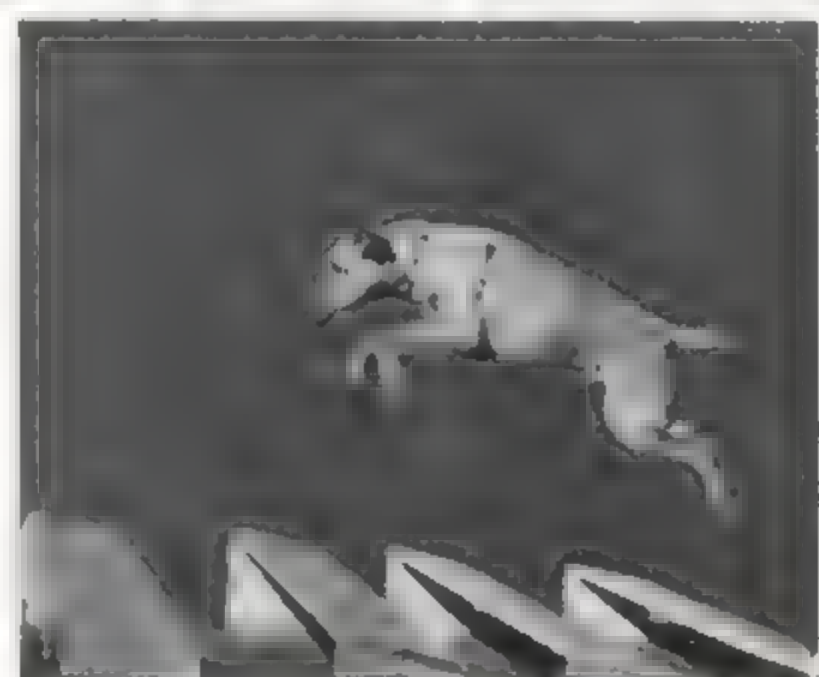
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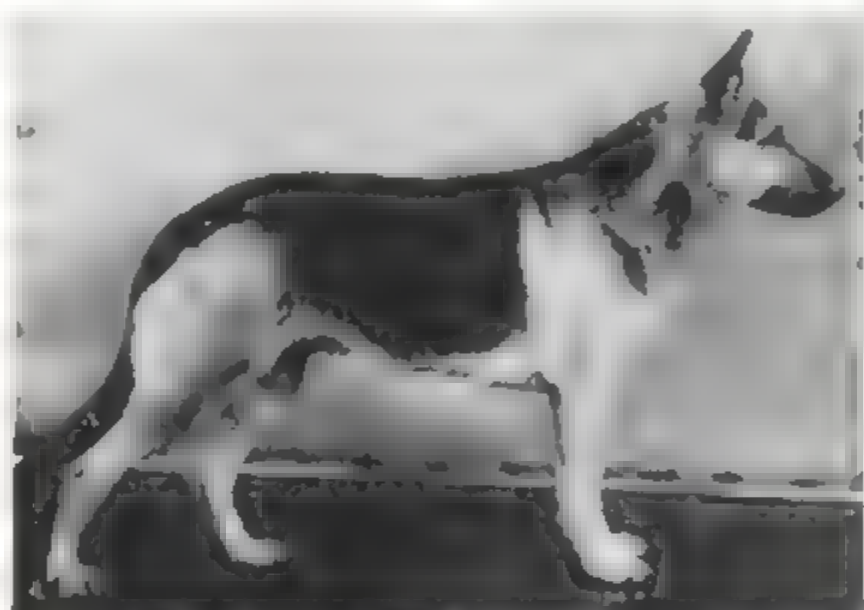
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of his emotions no matter what the dog does. Simply repeat the exercise until it is performed correctly.

We control and school our dogs through commands and/or signals given by means of our voice, hands, and eyes. With our voice, we can praise and encourage our dogs, or we can convey to them our disapproval. The tone of the voice is important. It should not be too loud or harsh, as this confuses the dog; nor should it be so low or mild in tone that the dog will feel that you are not serious in your commands. The tone that you would use in conversation with a friend is effective. A distinctive command, given in the same tone of voice, should be used for each exercise. To shout a command and then repeat it in a drawling tone is most confusing to the dog, because he understands only the sound of the vowels in the words. Use simple commands, preferably one word, as it is easier on the dog's memory, as well as your own. For example, if you wish the dog to come to you, say "come." If you want him to lie down, command "down." If you want him to remain in either position, the command is "stay" and nothing more.

During his schooling, talk to the dog. Tell him that he is doing well, or that he is a good dog—anything along the line of encouragement is helpful. This serves to keep the dog's mind on his work, his attention on you; he will be alert for your next command. (Continued on page 101)

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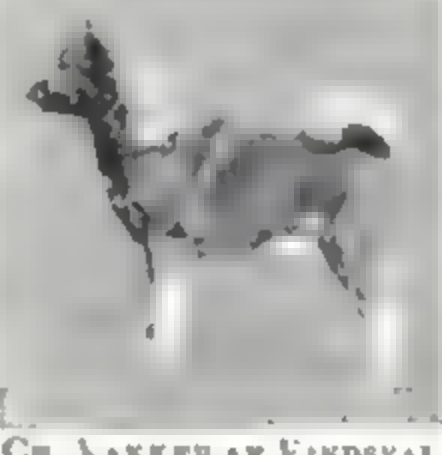
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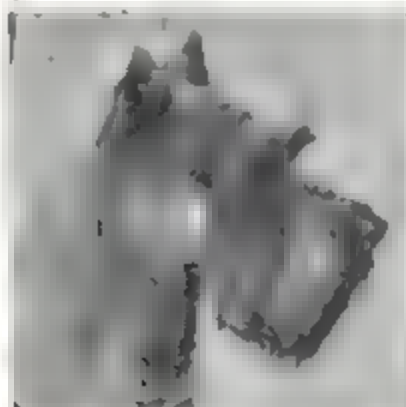
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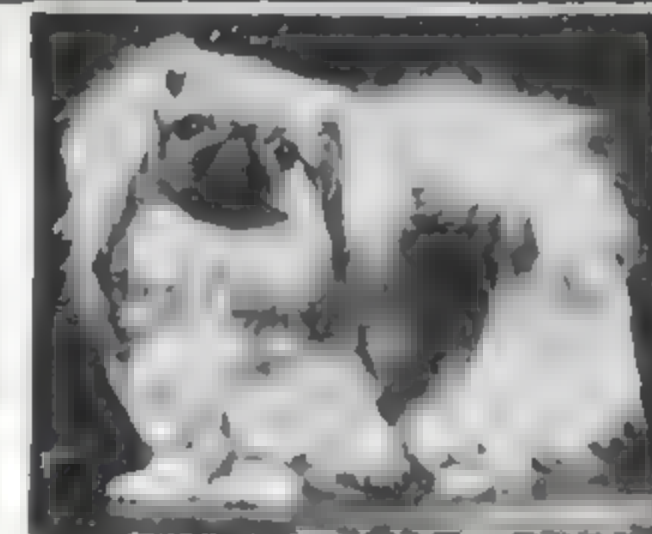
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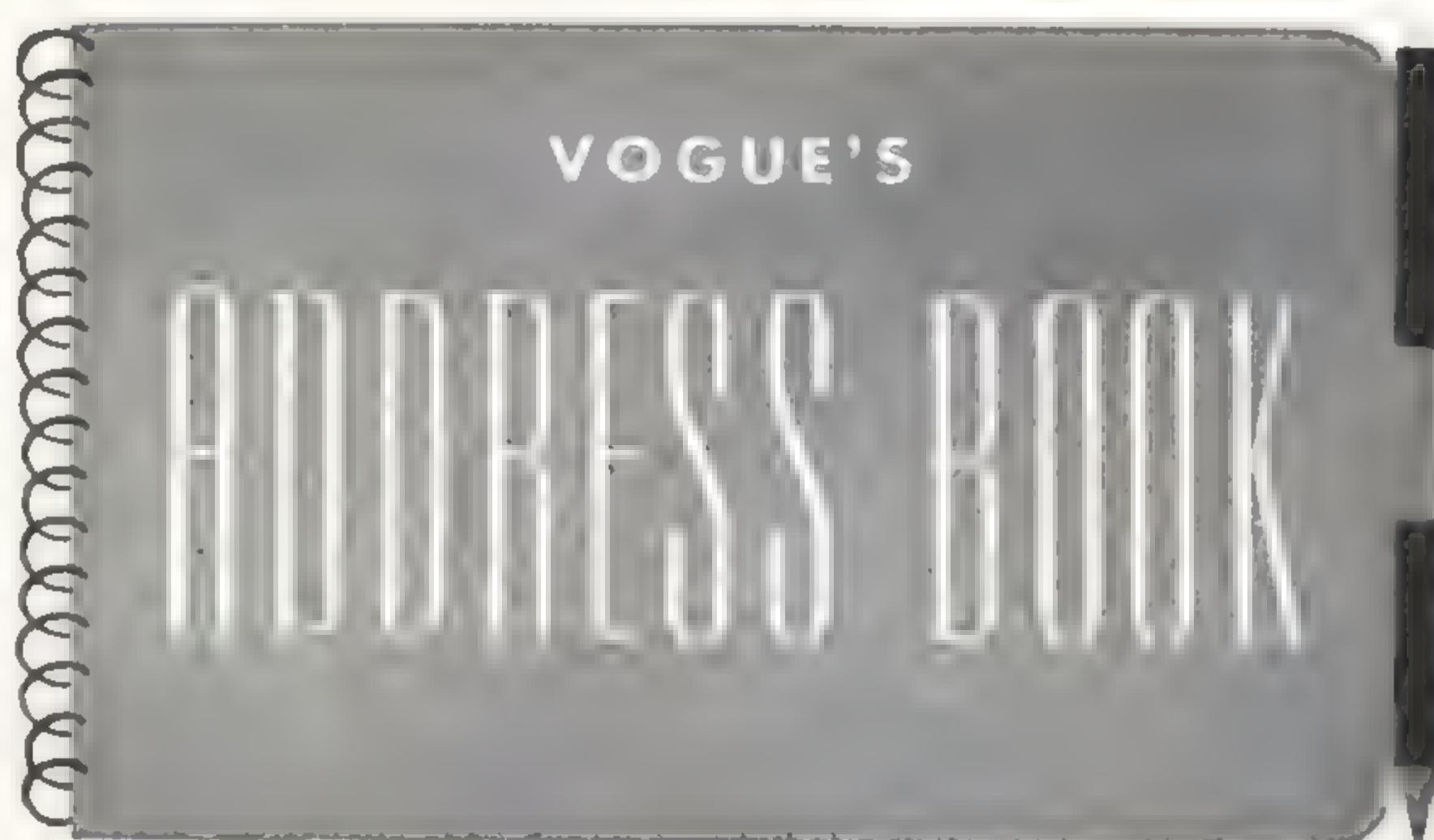
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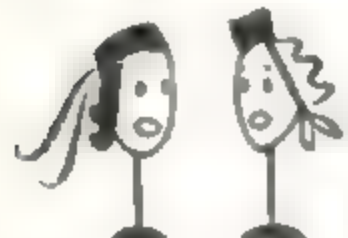
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\*Note: "Twinkle Toes" are available in both high or low heels.

Foot Delight SHOES



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## SOCIETY

### BIRTHS

#### NEW YORK

**Bailey**—On June 5, to Dr. Frederick Randolph Bailey and Mrs. Bailey (Constance F. Gibboney), a daughter.

**Hill**—On June 12, to Mr. and Mrs. Howard Livingston Hill (Elizabeth T. Stringer), of Garden City, Long Island, a son.

**Homans**—On June 11, to Mr. and Mrs. Eugene V. Homans (Marian Bennett), a daughter, Helen Vanderpool Homans.

**Kampmann**—On July 24, to Mr. and Mrs. Niels O. Kampmann (Lella I. Jones), of Copenhagen, Denmark, a son, Christian Peter Georg Kampmann.

**King**—On June 6, in Morristown, New Jersey, to Mr. and Mrs. Gordon van Beuren King (Elizabeth Schroeder), of Convent, New Jersey, a son, Anthony van Beuren King.

**Leonard**—On June 13, to Mr. and Mrs. Robert J. Leonard, junior (Edith M. Grey), of New Haven, Connecticut, a son, Robert J. Leonard, third.

**Phyfe**—On July 20, to Mr. and Mrs. H. Pinkney Phyfe (Elizabeth D. Pancoast), of Englewood, New Jersey, a daughter, Marjorie Bell Phyfe.

**Talmage**—On June 15, to Mr. and Mrs. Prentice Talmage (Edyth C. Elliman), of New York and Mount Kisco, New York, a daughter, Caroline Lawrence Elliman Talmage.

**Tenney**—On June 10, to Mr. and Mrs. Charles H. Tenney (Joan P. Lusk), a daughter.

**Trask**—On June 14, to Mr. and Mrs. John J. Trask (Elsie Y. Barber), of Huntington, Long Island, a son.

**Wisner**—On July 20, to Mr. and Mrs. Herbert L. Wisner (Elaine Bellins), a daughter.

#### BOSTON

**Ogden**—On June 11, to Mr. and Mrs. Robert S. Ogden (Edith C. Mitton), of New Canaan, Connecticut, a son, Richard Mitton Ogden.

#### BUFFALO

**Lapey**—On June 10, to Mr. and Mrs. Paul W. Lapey (Elisabeth W. Allen), a son.

#### EASTON

**Swartz**—On July 21, to Mr. and Mrs. Mark Truman Swartz, junior (Eleanore Hicks Lee), of "Marenore," Easton, Pennsylvania, a son, Mark Truman Swartz, third.

#### FLINT, MICHIGAN

**Buckingham**—On June 21, to Mr. and Mrs. Walte Buckingham (Louise Pomeroy), a daughter, Elizabeth Pomeroy Buckingham.

#### PHILADELPHIA

**Remington**—On July 23, to Mr. and Mrs. Henry George Remington (Mary M. Wireman), of Scarsdale, New York, a son, David Fitch Remington.

#### UTICA

**Locke**—On June 15, to Mr. and Mrs. Louis Ward Locke (Elizabeth H. Seward), a daughter, Elizabeth Campbell Locke.

**Maynard**—On June 28, to Mr. and Mrs. George De Forest Maynard (Martha Wiles), a son, George De Forest Maynard, junior.

**Robert**—On June 20, to Mr. and Mrs. Wallace Robert (Josephine Clarke), a son, Charles Robert.

### ENGAGEMENTS

#### NEW YORK

**Ford-Case**—Miss Anne Hamilton Ford, daughter of Mr. and Mrs. Sumner Ford, of New York, to Mr. Robert Dumont Case, son of Mr. and Mrs. George Bowen Case, of Englewood, New Jersey.

**Smith-Toms**—Miss Caroline R. Mason Smith, daughter of Mr. and Mrs. William Mason Smith, of Dongan Hills, Staten Island, to Mr. Virgil Cook Toms, son of the Reverend George W. Toms and Mrs. Toms, of Penns Grove, New Jersey.

#### CINCINNATI

**Hollister-Stevenson**—Miss Anne M. Hollister, daughter of Mr. and Mrs. John Baker Hollister, to Mr. Justin J. Stevenson, junior, son of Mr. and Mrs. Justin J. Stevenson, of Columbus, Ohio.

#### ELIZABETH

**MacMillen-Scott**—Miss Roxanne Brand MacMillen, daughter of Mr. and Mrs. Robert Drury MacMillen, to Mr. Marvin Rue Scott, son of Mr. and Mrs. Leigh James Scott, of Wabash, Indiana.

### ENGAGEMENTS

#### ELMIRA

**Bennett-Myers**—Miss Frances Holt Bennett, daughter of Dr. John A. Bennett and Mrs. Bennett, to Mr. Lewis Crary Myers, son of the late Charles P. Myers and Mrs. Myers.

#### FALL RIVER

**Adams-Harrison**—Miss Ellen Adams, daughter of Mr. Hartwell Adams, to Mr. Kempton Harrison, son of Mr. and Mrs. Albert A. Harrison.

**Osborn-Mackintosh**—Miss Mary Osborn, daughter of Mr. and Mrs. Richard Osborn, of Fall River, Massachusetts, to Mr. William Mackintosh, junior, son of Mrs. William Mackintosh, of Bronxville, New York.

**Thatcher-McIntyre**—Miss Hope Thatcher, daughter of Mr. and Mrs. Gordon Thatcher, to Mr. Andrew J. McIntyre, third, son of Mr. and Mrs. Andrew J. McIntyre, junior.

#### HARTFORD

**Philbrick-Carvahlo**—Miss Vera Annette Philbrick, daughter of Mr. and Mrs. Halsey R. Philbrick, of Hartford, Connecticut, to Mr. David Nunes Carvahlo, second, son of Mr. Bertram N. Carvahlo, of "Loch Lea Farm," West Hartford, Connecticut.

#### NEW HAVEN

**Hewitt-Fitts**—Miss Cornelia Butler Hewitt, daughter of Mr. and Mrs. Brower Hewitt, of New Haven and North Stonington, Connecticut, to Mr. Dudley Fitts, son of Mrs. Ralph Osborne and the late Dudley Fitts.

#### RICHMOND

**Brockenbrough-Jones**—Miss Lorraine Beatty Brockenbrough, daughter of Mr. and Mrs. Thomas Wilson Brockenbrough, to Mr. James Chamberlayne Jones, third, son of the late Robert B. Jones and Mrs. Jones.

**Irvine-Graham**—Miss Helen Nolting Irvine, daughter of Mrs. Robert Tate Irvine, to Mr. Clarence H. Graham, of Providence, Rhode Island, son of the late Robert Graham and Mrs. Graham, of Worcester, Massachusetts.

**Nelson-Wilkinson**—Miss Letitia Strother Nelson, daughter of Mr. and Mrs. Lewis Porter Nelson, of Culpeper, Virginia, to Mr. James Harvie Wilkinson, of Richmond, Virginia, son of the late James Harvie Wilkinson and Mrs. Wilkinson.

#### SAN ANTONIO

**Kuntz-Jeffers**—Miss Mary Jane Kuntz, daughter of Mr. John J. Kuntz, to Mr. Charles Leroy Jeffers, son of Mrs. S. L. Jeffers.

#### WINSTON-SALEM

**McClung-Lowe**—Miss Mary Louise McClung, daughter of Dr. John Alexander McClung and Mrs. McClung, to Mr. Julian Lamar Lowe, son of Mrs. C. F. Lowe.

### WEDDINGS

#### NEW YORK

**Herkness-Richard**—On June 22, in Saint John's Episcopal Church, Far Rockaway, Queens, Lieutenant Lindsay C. Herkness, junior, U. S. A., son of Colonel Lindsay C. Herkness and Mrs. Herkness, of Meadowbrook, Pennsylvania, and Miss Harriett Lawrence Richard, daughter of Mr. and Mrs. Auguste Richard, of Hewlett, Long Island.

**Iselin-Mehrtens**—On July 28, in the Little Church around the Corner, New York, Mr. Philipse Iselin, son of Mr. and Mrs. John H. Iselin, of "The Chestnuts," Riverdale-on-the-Hudson, New York, and Miss Ethel Edean Mehrtens, daughter of Mr. and Mrs. Robert Arthur Mehrtens, of New York.

**Milburn-Hinckley**—On July 29, in Saint Peter's-by-the-Sea, Narragansett, Rhode Island, Mr. Devereux Milburn, junior, son of Mr. and Mrs. Devereux Milburn of Westbury, Long Island, and Miss Elizabeth Clark Hinckley, daughter of Mr. and Mrs. Frank Leonard Hinckley.

**Mills-Ordway**—On June 13, in the chapel of Saint Bartholomew's Church, Mr. Charles James Mills, son of Mr. and Mrs. Edward S. Mills, and Miss Dorothy Ordway, daughter of Mr. and Mrs. Samuel G. Ordway.

**Palen-Adams**—On July 6, Mr. Frederick P. Palen, son of Mrs. John M. Barrett and the late Frederick P. Palen, and Miss Harriette Hillhouse Adams, daughter of Mrs. Phineas Hillhouse Adams and the late Dr. Adams.





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**Hotel NEW WESTON**

MADISON AVE. AT 50th ST.  
NEW YORK CITY

# SOCIETY

## WEDDINGS

**Prime-Cartier**—On July 29, in the Shelter Island Presbyterian Church, Shelter Island, Long Island, Mr. Sylvester Gardiner Prime, son of Dr. Frederick Prime and Mrs. Prime, of Shelter Island and New York, and Miss Jacqueline Cartier, daughter of Mr. and Mrs. Jacques Cartier, of Milton Heath, Dorking, England.

**Roulston-Hillis**—On August 1, in Valley Forge, Pennsylvania, Mr. Thomas Henry Roulston, of Brooklyn, New York, and Huntington, Long Island, and Miss Marjorie Hillis, daughter of the late Dr. Newell Dwight Hillis.

### BALTIMORE

**Munoz-McHale**—On July 6, in the rectory of the Church of Saint Ignatius Loyola, New York, Mr. William P. Custis Munoz, son of the late Dr. Edmund A. Munoz and Mrs. Munoz, of Baltimore, Maryland, and Miss Frances Margot McHale, daughter of Mr. and Mrs. Martha McHale, of New York.

### ELMIRA

**Hobler-Loop**—On June 6, Dr. Ross E. Hobler, son of Mr. and Mrs. Frank C. Hobler, and Miss Jane Elliot Loop, daughter of Dr. Ross G. Loop and Mrs. Loop, of "Middle House," Strathmont Park, Elmira, New York.

### MEMPHIS

**May-Metcalf**—On June 21, Mr. Eugene Willett May, son of Dr. Eugene E. May, of Birmingham, Alabama, and Miss Isabel Hunt Metcalf, daughter of Mr. and Mrs. Robert Hunt Metcalf.

**Montedonico-Armstrong**—On June 8, Mr. Joseph Vincent Montedonico, junior, son of Mr. and Mrs. Joseph Vincent Montedonico, and Miss Virginia Armstrong, daughter of Mr. and Mrs. Estes Armstrong.

### MONTGOMERY, ALABAMA

**Virgin-Stakely**—On June 21, in Saint John's Episcopal Church, Mr. William Beverly Virgin, son of Mr. and Mrs. Ira Holden Virgin, and Miss Eloise Le Grand Stakely, daughter of Mr. and Mrs. Davis Fonville Stakely.

### PHILADELPHIA

**DeBard-Douglas**—On July 7, in the Memorial Church of Saint Paul, Overbrook, Pennsylvania, Mr. Davis Stuart DeBard, son of Mr. and Mrs. Davis M. DeBard, of New York, and Miss Katharine de C. Douglas, daughter of Mrs. Walter de C. Douglas, of Overbrook.

**Fitzgerald-Peabody**—On September 2, in the Church of Saint Mary's-by-the-Sea, Northeast Harbor, Maine, Mr. Desmond Fitzgerald, son of Mr. Harold Fitzgerald, of New York, and Miss Marietta Peabody, daughter of the Right Reverend Malcolm E. Peabody and Mrs. Peabody, of Utica, New York.

**Truitt-Day**—On July 7, Mr. R. Marshall Truitt, of Germantown, Pennsylvania, son of the late Mr. and Mrs. R. Marshall Truitt, and Mrs. Charles Day, of "Standen," Mount Airy, Pennsylvania, daughter of the late Mr. and Mrs. E. J. Dunning.

### RICHMOND

**Armistead-Archer**—On June 21, Mr. John Grant Armistead, junior, of Wilmington, Delaware, son of Mr. and Mrs. John Grant Armistead, of Richmond, Virginia, and Miss Mary McIlwaine

Archer, daughter of the late Peter Jefferson Archer and Mrs. Archer.

**Brown-Taylor**—On July 22, in All Saints Episcopal Church, Mr. Stewart Brown, of Baltimore, Maryland, son of Judge George Stewart Brown and Mrs. Brown, of New York and Baltimore, and Miss Christine Taylor, daughter of Mr. Walter Marshall Taylor.

**Cheek-Freeman**—On June 3, in Saint Stephen's Episcopal Church, Mr. Leslie Cheek, of Baltimore, Maryland, son of the late Leslie Cheek and Mrs. Cheek, of Nashville, Tennessee, and Miss Mary Tyler Freeman, daughter of Dr. Douglas Southall Freeman and Mrs. Freeman.

**Elliott-Seymour**—On June 10, Mr. Warren Grace Elliott, of Washington, D. C., son of the late Milton Courtwright Elliott and Mrs. Elliott, and Miss Jane Bronson Seymour, granddaughter of Mr. and Mrs. William Sherlock Bronson.

**Garnett-McKinney**—On June 24, in Emmanuel Episcopal Church, Brook Hill, Mr. Alexander Yelverton Peyton Garnett, junior, son of Dr. Alexander Yelverton Peyton Garnett and Mrs. Garnett, of Washington, D. C., and Miss Mildred Booth McKinney, daughter of Captain Stephen Booth McKinney, U. S. N., and Mrs. McKinney.

**Heinrich-Hankins**—On June 10, in Grace and Holy Trinity Episcopal Church, Mr. Thomas Oswald Heinrich, son of the late Mr. and Mrs. Armin Edmund Heinrich, and Miss Mary Douglas Poole Hankins, daughter of the late Mr. and Mrs. Louie Hankins.

**Hershey-Beverley**—On June 21, in Grace Covenant Presbyterian Church, Mr. E. Frantz Hershey, junior, son of Mr. and Mrs. Ezra Frantz Hershey, of Hershey, Pennsylvania, and Miss Ann Nevin Beverley, daughter of Mr. and Mrs. William Robertson Beverley.

### SAINT JOSEPH, MISSOURI

**Garth-Holland**—On June 10, Mr. James Jefferson Garth, son of the late James Jefferson Garth and Mrs. Garth, and Miss Mildred Mary Holland, daughter of the late Thomas Patrick Holland and Mrs. Holland.

### SPRINGFIELD

**Carrington-Reach**—On June 10, Mr. Charles Lewis Carrington, son of Mr. and Mrs. Charles Blake Carrington, of Sonoma, Arizona, and Miss Mary-Lee Reach, daughter of Mr. and Mrs. Milton B. Reach, of Springfield, Massachusetts.

**Coes-Carlton**—On June 3, Mr. Loring Coes, junior, son of Mr. and Mrs. Loring Coes, of Brookfield, Massachusetts, and Miss Elizabeth Boynton Carlton, daughter of Mr. and Mrs. William Roberts Carlton, of Springfield, Massachusetts.

**Lillie-Palmer**—On June 10, Mr. Lucien Bingham Lillie, third, son of Mr. and Mrs. Lucien Bingham Lillie, junior, of New Bedford, Massachusetts, and Miss Frances-Anne Palmer, daughter of Mr. and Mrs. Donald Ferguson Palmer, of Springfield, Massachusetts.

### WATERBURY, CONNECTICUT

**Baum-Wallace**—On June 10, in Saint John's Episcopal Church, Mr. Richard Fitzgerald Baum, son of Mr. and Mrs. James E. Baum, of Lake Forest, Illinois, and Miss Mary Mitchell Wallace, daughter of Mr. and Mrs. Henry Mitchell Wallace.



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**YOUNG WOMEN**

YOUNG WOMAN... In New York follow the Vogue of living The Barbizon manner. Daily recitals and lectures... Music and art studios... Library... Swimming pool... Squash courts... Sun deck... Gymnasium... Terraces... 700 rooms each with a radio.

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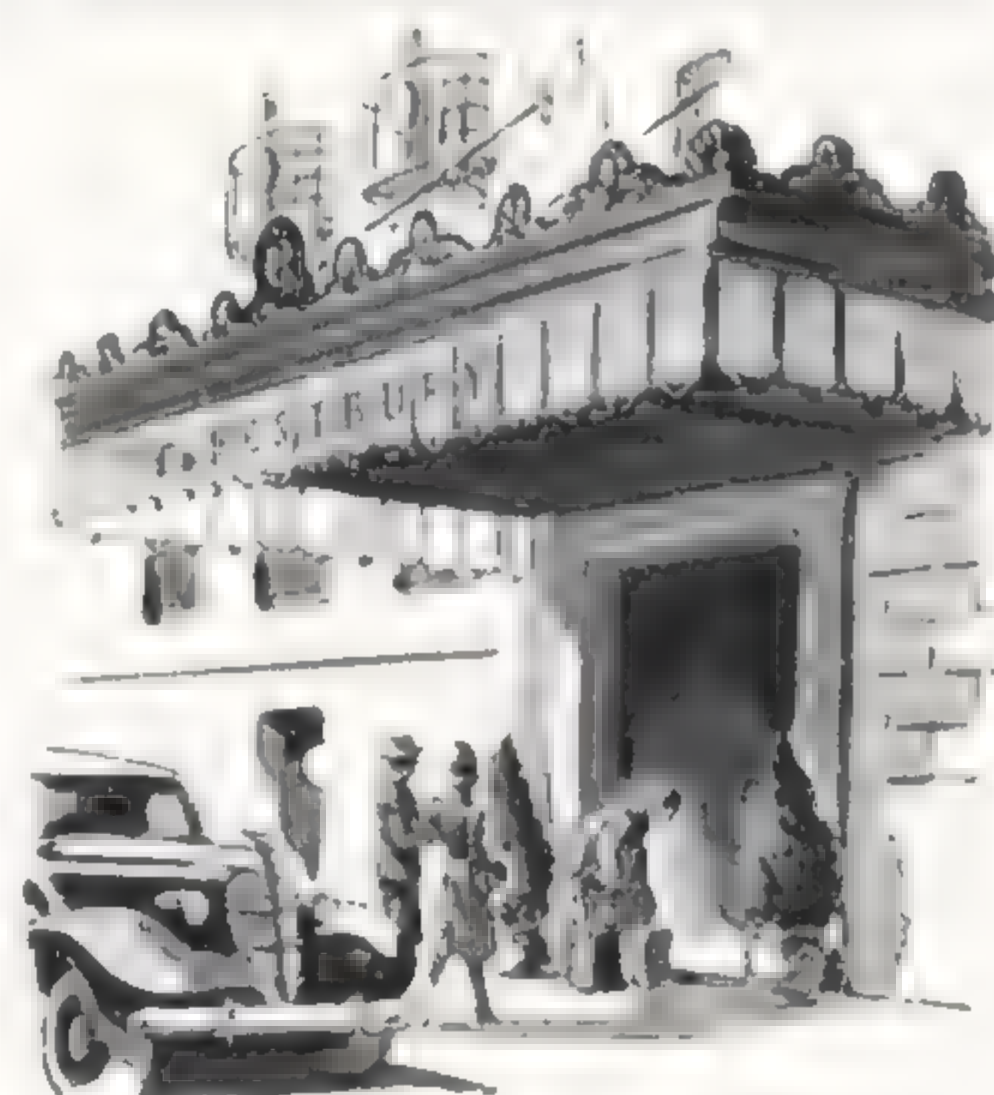
Furnished or Unfurnished  
Transient or Lease

## A Residential Hotel of Rare Charm

Two to four exceptionally large rooms, with spacious closets and serving pantries. Some have wood-burning fireplaces...all are charmingly decorated. Complete hotel service, of course.

**The BEEKMAN**

Park Avenue at 63rd Street  
EDWARD L. BUCKLEY, Manager



Combining convenience with charm and dignity—The Westbury attracts distinguished guests from everywhere.

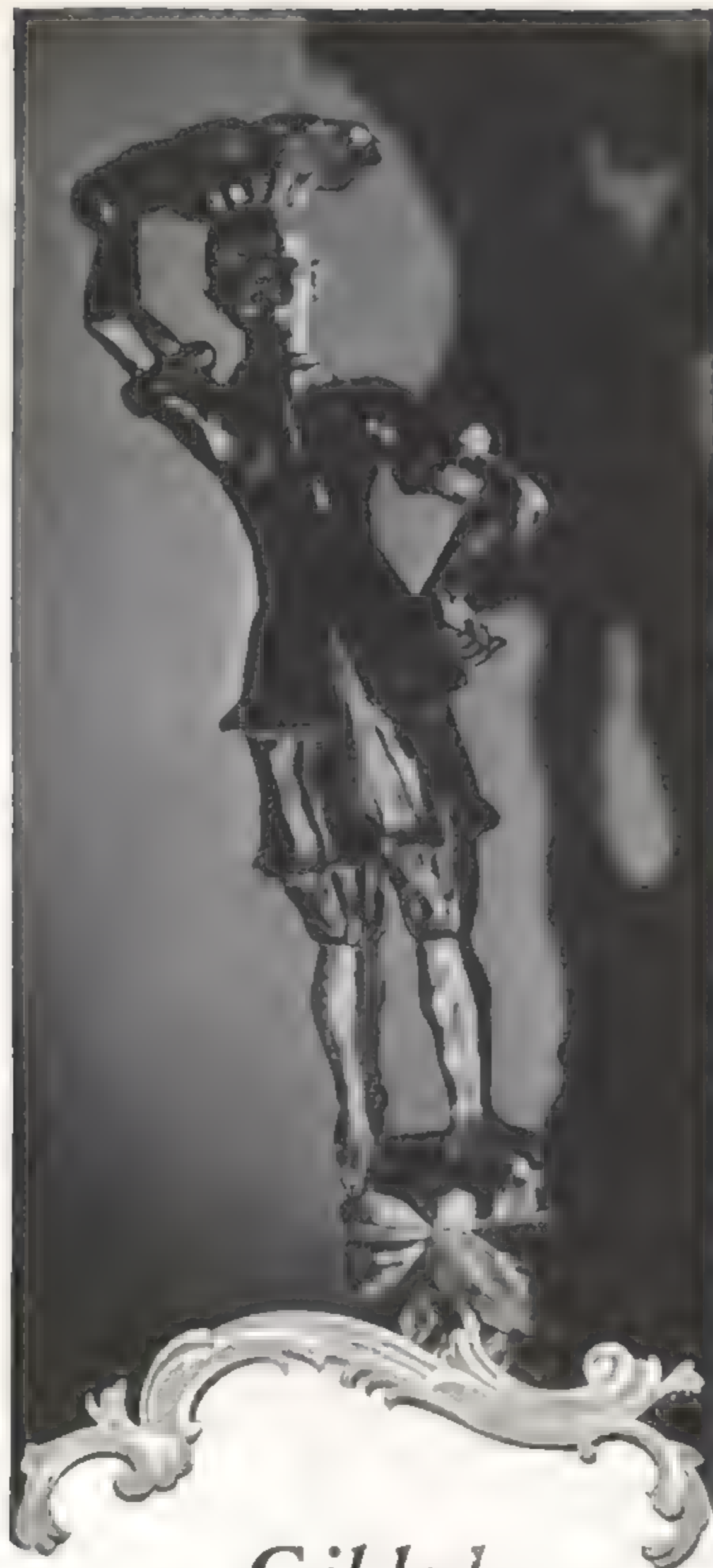
Ideally located in the quiet East Side residential section—adjacent to Central Park...shopping and theatrical centers.

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Furnished or Unfurnished  
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TWO RESTAURANTS • POLO BAR

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### Gilded Youth

A gilt China Boy...extremely rare remembrance of that Eighteenth Century wave of blackamoors. Now, with its mate, in Sloane's wide collection of yesterday's decorative fantasies. *The Four Centuries Shop*

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### Colonial Belle



Hand-sewn by master craftsmen and exclusive—as are all Milgrim fine shoes. Black or brown suede with calfskin square toe and heel. 15.75

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### Sweet Sixteen . . . forgets your birthday!

It's the type of sandal that knows no age limit. Young in spirit, it brings the long narrow foot smartly down to earth on a flat heel. It is as purposely foreshortening to size 11 as size 2½. Jet black suede or brown crocodile calf. ONLY \$8.75



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**bernice charles**  
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### Riotous and refined



Johnny Paine does an Alice-through-the-Looking-Glass act in the small Monkey-Bar at the Élysée. For five years, night-cappers have been entertained by his riotous performance, which he does with his back to the audience and only the reflection of the great mirror before him to make him known to those who come to listen.

He began his career as a blackface in vaudeville. His first night-club entertainment was at the Élysée. There one night, quite by accident, he tipped the piano over during an especially vigorous rendition of "Way Down Yonder in New Orleans." It caused such a pleasant commotion that he added rocking the piano to his repertoire. Later, he tried throwing a glass at the mirror, and then took the piano to pieces for good measure. The Élysée, which had long been noted for its quiet elegance, was startled, but pleased to find its patrons entranced with Johnny Paine.

It is better to make a reservation early in the evening.

...Over at the Madison Hotel (15 East Fifty-Eighth Street), however, Roger Stern, the pianist in the cocktail lounge, plays soft, reminiscent music so well that there is scarcely an evening when a notable from the head-line world does not find his way there to be soothed to relaxation.

Mr. Stern, a very handsome young man with a suave manner, is himself an actor who played last winter in "Stars in Your Eyes." He has discovered for many of his listeners the song that brings romance back to their memory. He often plays that

tune when they come through the revolving door. Apparently the best-known actors and actresses in town enjoy these nostalgic stirrings, for one is apt to see any one from Robert Morley to Bea Lillie or Gertrude Lawrence listening.

### The wheels go round

Soon children will add the words "iconoscope" and "kinescope" to their pretty prattle, and then television sets will become a household necessity. But at the moment, television is still a prime adventure for adults. Among the few places where one can see the wheels go round is in its studio home at N.B.C. There, on a television tour, one sees firsthand the development of the new and exciting medium. There one learns television's major fault—its beams will insist on going straight. Bend them, and there will be no place on the earth's surface too remote for a television program. In spite of this limitation, N.B.C. has had a regular schedule to the visual horizon since April 30. This means that a television set within a radius of fifty miles can pick up a broadcast. Programs are broadcast over Station W2XBS at noon, and in the afternoon and evening.

The tours start at nine A.M. and last until eleven P.M. Tickets can be obtained by applying at the information desk at N.B.C. The tour includes the opportunity for either you or your companions to be televised—something to tell the grandchildren some day.

### Hans Christian Andersen



The Hans Christian Andersen restaurant at Paramus, New Jersey, is a Danish restaurant catering to those intrepid souls who like going out of the city, but not too far, for dinner. The trip across the George Washington Bridge seems to leave New York much farther behind than it actually is, and the Danish atmosphere of the charming little restaurant adds to the illusion.

Little tables are set in a garden room amid latticework and flowers. It is the food that carries on the tradition of Danish folk-lore. The Danish hors-d'œuvres are excellent, with the expertly made cocktails. Dinner is served by a sturdy waitress who explains the contents of the Danish dishes so painstakingly that it is no trick at all to order. *Fricadillas* for the entrée may seem too staple for a warm day, but, once ordered, there is never a bite left. Danish fruit pudding would have made Hansel's mouth water. And the Danish cakes would have brought delight to Gretel's blue eyes.

The restaurant is open the year round, except on Mondays, unless Monday should be a holiday.

**PUSSYFOOTS**

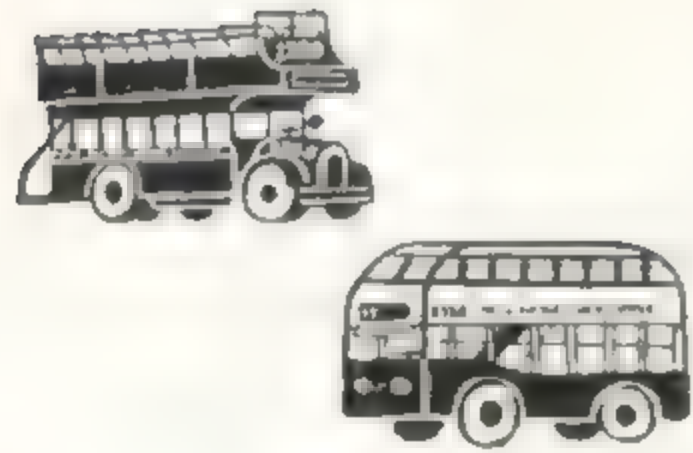
*SULDE* gloves for the feet made for you by hand. Wear them morning, noon or night for luxurious comfort. In Lipstick Red, Royal Blue or Kelly Green. Send shoe size and sketch of outline of foot. \$5.00, postpaid.

*Suedes by Voris*

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# THE TOWN



## Amateur Needlework

Stop and reconsider if you've thought of needlework as a strictly mediæval pastime, along with falconry and wassail. Some thousand needleworkers are now planning rug designs to be done in gros-point, petit-point, and cross-stitch. The best flower pattern will be awarded \$100 by Mrs. William W. Hoppin, at the Fifth Annual Exhibition of Amateur Needlework of To-day, Inc.

The most stringent stipulation of the contest, which ends December 16, is that entrants must be citizens of the United States. The amateur of needle-point may choose her motif from a long list of flowers. The feminine pronoun used above is not strictly accurate, incidentally, since a number of men enter the exhibition each year with everything from bell-pulls to bedspreeds.

The winning rug design, painted in colour on paper, will be on display in the Exhibition at W. and J. Sloane in January, 1940, for the benefit of the New York Association for the Blind. Headquarters of Amateur Needlework are at the Lighthouse of the association, 111 East 59th Street.

## At the galleries



At the DURAND-RUEL GALLERIES, an exhibition of nineteenth- and twentieth-century French paintings will be shown through September. Enormously

comprehensive, it will include, among others, the work of Monet, Degas, Gauguin, and Braque....

....At THE JUMBLE SHOP, which shows its paintings over its restaurant tables, there is a collection of canvases by Reginald Marsh, William Glackens, and Gifford Beal, among others, which will be on exhibition until the end of September.

## Beefsteak at Pietro's

Pietro's, at 201 East Forty-Fifth Street, is as plain as its own beefsteak—which is, incidentally, three inches thick, broiled shiny brown, served with baked potatoes spilling golden butter over the sides, and creamed spinach that stops all this nonsense about broccoli.

The restaurant is as immaculate as its freshly washed greens. The greens, piled high in a bowl, are tossed to perfect salads with oil and vinegar and ground pepper. In the kitchen, which is adjacent to the shortest bar in the world (it isn't more than three feet long, but it manages, like a Charlie Chaplin telephone booth, to accommodate every one), the chef will let you select your own steak, chicken, or chops.

Pietro, a small, energetic host, serves drinks with one hand, arranges a table with the other, and at the same time shouts the latest sports news across the room.

## Russian Casino

The orchestra in the Casino Russe (157 West Fifty-Sixth Street) plays some of the most compelling waltz music in town. They play other things, too, but who cares about "My Heart Belongs to Daddy" when they can hear "Wien, Wien" played with irresistible Russian fire? The dance floor is big enough to execute the most inspired dips and twirls, and, during the pause between exertions, there are singers who entertain with deep-throated Russian songs.

The background for this soul-inspiring music is effective. Richly dark red draperies hang on the walls. Greek-white urns of ivy stand at intervals around the room, and the decorator, Roman Chatov, who also did the murals for the Penthouse Club, has painted pale, statuesque murals on mirrors.

## Tennis

The National Singles championship will be played off at Forest Hills from September 7 to 16....

....At the Merion Cricket Club in Haverford, Pennsylvania, the challenge round of the Davis Cup matches will be played September 2 to 4....

....While out on the Pacific Coast, two major tournaments are scheduled for the last of the month: the Pacific Southwest championship at the Los Angeles Tennis Club, from September 22 to October 1; and the Golden Jubilee Pacific Coast match, from September 29 to October 1, at the Golden Gate International Exposition in San Francisco. "FLANEUR"



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Internationally Renowned Authority offers

### YOUTH & BEAUTY of FACE & NECK

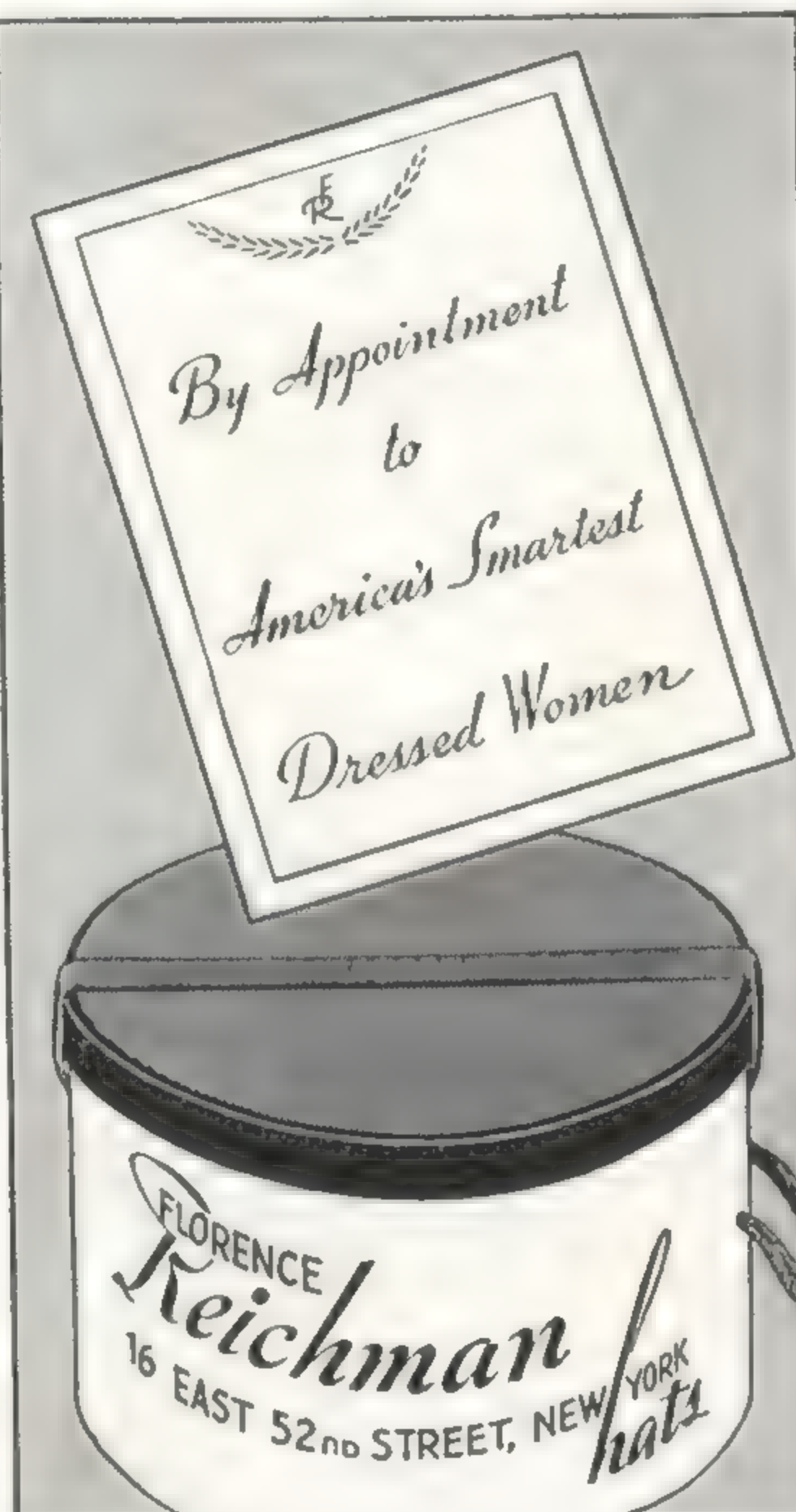
Many of America's Socialites and European Court Beauties owe their youthful appearance to her original, natural, non-surgical treatments, which help conquer even the most discouraging lines, double chin, crow's-feet, flabbiness and age-signs. The skin becomes soft, smooth and radiantly lovely. If you are sincerely anxious to look many years younger, you'll find it well worth while to visit BERTHA SCHER'S SALON.

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Genuine Alligator and Suede 6.90

FRENCHIES' Fall version of that ever popular spectator. Brown or black suede with matching genuine baby alligator. Built up leather heels. Consider their flattery only and forget the modest price.

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# DECORATOR'S DAY-BOOK

**S**CREENS HIGHER, WIDER, AND HANDSOMER—Lucinda Ballard and Scott Wilson have taken the screen situation in hand and are showing a perfect maze of beauties at 1 East Fifty-Third Street. Designed, as they say, to "fill the gap between the unbelievably dull and the incredibly expensive," the Ballard-Wilson collection does even more. They have ideas about the uses of screens beyond just shielding the pantry door. There is one that opens up into a complete bar, with bottle racks and a folding masonite shelf; another screen conceals clothes-hangers, to make an extra closet when needed (a pair of these would be a boon at a large party); and one tall, three-paneled screen, of dark green satin, holds a gilded bracket, indirectly lighted, which supports a sheaf of coloured plumes.

Using both fabrics and papers, the average height of these screens is seven feet; and many of them have four panels, making the usual six-foot models rather inadequate by comparison. Screens should be made to screen, and certainly these larger folds are impressive. The edges have been thought about, too, with fluted metallic bands outlining some; and, in one case, a specially woven braid repeats the motif in the fabric of the screen itself.

One screen, of green striped fabric, has each panel edged at the top with cotton fringe, like that used on an old-fashioned sully; and another is of bright red Paisley cotton, which is called "Newburyport" for its 1830 flavour. Draped fringes and taffeta bows make the top-panel decorations on others, and the whole collection has a very special-order air.

**DRAPED PAPER**—As there are very few wall-papers simulating drapery, Jones and Erwin's new contribution is a find. It is a classically simple one in huge repeats, each panel showing a single width of drapery about seven feet long, with an equally simple draped frieze and a border of fringe to match, which can be added to the top and bottom to bring the height up to ten feet. Both the panel and the frieze are beautifully minus the Empire ornament that you find in most papers of this sort, so that the paper is not restricted to use in definitely Empire or Regency rooms. And the colours—a sandy beige, a warm shell-pink, and a white and warm grey combination—allow freedom in colour schemes.

Other Jones and Erwin papers new this month are two versions of a ribbon stripe. These are reminiscent of the green and white ribbon-grass that you find in old gardens, and the wider one has graded stripes an inch or more in width, in shades of sepia and beige; of red, green, blue, and white; or of grey, cream, soft blue, terra-cotta, and tête-de-nègre. One is in shades of pale beige.

Then there is the successor to their "Georgian Floral" striped paper, which has a ground well covered with large-scale lilacs, roses, tiger-lilies, striped carnations, and tulips. This has the fresher colouring of the "Georgian Floral" on a white background, or a softer version in Quaker-grey. And for

contrast, there is the simple, two-colour stencil paper, a fine copy of an old one, with scrolled cartouches in blue on off-white, grey on grey, and beige on beige. This one—resembling the background of papers found on old hat-boxes, minus the usual roses and leaves—is useful in stair-halls and guest-rooms.

**FABRIC FINDS**—Printed fabrics, linens and chintzes, go on the year round these days. Arundell Clarke, Ltd., in the International Building, have added to their all-British collection a wonderful, oversized, ivy-printed linen in green, brown, and fawn on a cream ground that has little or nothing to do with the classic ivy chintzes we all know. On another linen, strange vermillion birds and chalky-blue patches appear on a white ground. You can buy these yourself, but your decorator will have to get for you the next item, the boldest chintz yet, from Kent-Bragaline. This has alternate eight-inch stripes in crimson, white, and light chocolate colour; and implanted on the coloured stripes are huge crimson and white roses at sparse intervals. Here, too, is a fine hollyhock chintz in reds and pinks on a slate-grey ground; a good delphinium one is in several lively colourings (magenta and blue for one); and a blue-green linen is patterned with grey oak-leaves veined with red.

Kent-Bragaline now have related colourings in many of their linens and chintzes; plaids and stripes and flowered patterns in identical colours—which is a good idea if you can control it.

At Arundell Clarke's, there is a very coarsely woven casement cloth of linen and wool. It is sheer in weave, but heavy in weight, and hangs in fine, deep folds. For those walls that are largely windows, it is the perfect solution. This material can be dyed, of course, but is at its best in its natural cream-white. Then there is the dark green, thick-textured raw silk fabric (American-made) for curtains or upholstery, which has an irregular pattern of shiny silk threads to lighten the effect. An all-linen basket-weave, though heavy, is smooth in texture and as soft as cotton, with a coarse pattern in pale grey and white.

**FINNISH FAIENCE**—A beautiful satiny glaze and light, thin cups distinguish the Finnish faience imported by Gordon Waldron, in the British Building in Rockefeller Center. These remarkably inexpensive luncheon and dinner services have all the quality of fine porcelain, with the bold decoration of peasant pieces. In one service, the pale grey ground has softly toned flower motifs; and, in another, it is undecorated. With this are shown linen mats with a silver-printed pattern, to be used with plain, silver-banded linen napkins.

This same shop has several designs in their silver-glazed pottery lamps, including shallow spirals, which show a coppery tinge at the edges, rather like old Sheffield plate. And the carved wood shells in four sizes (the largest big enough for a salad bowl) are beautifully designed and made.

EVERETT GRAY LINSLEY



*Mink preferred* FURS by *Harra*

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An exotic original from Gump's ImmediateWear Collection. The imperial yellow coat of tribute silk has hibiscus flowers of hand-carved ivory for buttons...and vermillion satin trousers. 175.00. Others equally unusual. Correspondence invited.



*Gump's*

*Lounging apparel, evening wraps created of imperial silks, cut velvets, brocades*

SAN FRANCISCO • HONOLULU

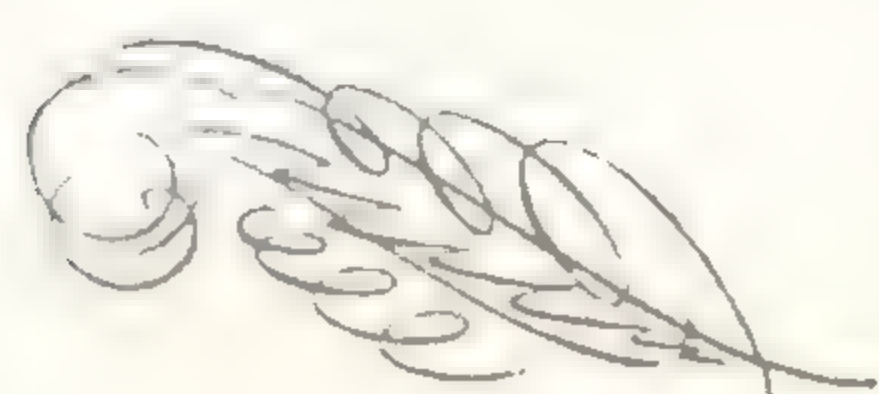




*Evening Gown by Stein & Blaine*

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VOGUE Incorporating Vanity Fair  
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THERE ARE THREE VOGUES:  
AMERICAN, FRENCH, and BRITISH

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Editor-in-Chief of the three Vogues  
Mahmed Fahmy Agla  
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Editorial and Advertising Offices  
420 Lexington Ave., New York  
Cables: Vonork, New York

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Executive and Publishing  
Offices: Greenwich, Conn.  
Condé Nast, President  
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*Incorporating Vanity Fair*



Red and green—new colour en-  
tente. Creed jacket and gloves.  
Agnès hat. Jacket imported by  
Bonwit Teller; and I. Magnin.  
Helena Rubinstein "Sporting Pink"  
lipstick. Cover by Erickson

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The Shops of Vogue, 38-40



# CARON PARIS



THE PERFUME OF TO MORROW

## ADASTRA

THIS IS A NEW CARON CREATION TO BE INTRODUCED SHORTLY

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Caron's Perfumes of to-morrow are on exhibit in the French Pavilion at the New York World's Fair.



# VOGUE'S VOICE ON THE PARIS OPENINGS



MRS. CHASE AT THE PARIS MICROPHONE

**On August 4, through N.B.C.'s own ether,  
you heard Vogue's editor, Edna Woolman Chase,  
discuss her views of the Paris Openings  
with several American fashion experts.**

**In this issue you see the clothes they talked about—  
Paquin's mummy theme, Molyneux's plastered bodices,  
Lanvin's Turkish drapery, Piguet's hobble-skirts,  
Chanel's long bodices, Balenciaga's caved-in waists,  
Schiaparelli's cigarette line, Alix's bandaging.**

**Every one's lovely Ladylike Look.**

**Every one's dwindling waist-lines**

**made smaller and smaller**

**and smaller**

**by corsets laced like the old-fashioned kind,**

**but lighter and kinder.**

**For the corset is the key to new Paris silhouettes.**



The corset is the key





Vionnet's wide skirt, tiny waist.  
Turquoise duvetine dress.  
Hooded bolero of beaver.  
(I. Magnin, California)



# hoop-skirts to hobble-skirts at the ... Paris Openings



**Piguet's hobble-skirt,  
tasseled sleeves,  
black silk crêpe**

VARIETY and discretion are the better part of Paris fashion. Molyneux's hoop-flared day skirts walk beside Piguet's modern peg-topped hobble-skirts. Balenciaga's wide Velasquez pannier dresses dance past Paquin's tightly wrapped mummy-skirts. Schiaparelli's full, Turkish-harem, ankle-length evening clothes vie with her own slim 1880 bustle-backed skirts. Molyneux's plastered-to-the-figure bodices for day are directly in contrast to Chanel's softly shirred ones.

Suzy says—tuck your back hair in a snood-bag. Talbot says—wrap your chin in a mesh bandage veil. Schiaparelli says—hold your hat on with a forehead or chin-strap. Every one has different suggestions. Fashion is restless, searching, uncertain. Perhaps all these variations are trial balloons by the couturiers to see which way the wind will blow.

Nothing varies more than silhouette. You can look as different from your neighbour as the moon from the sun, and both of you will be right. The only thing that you must have in common is a tiny waist held in, if necessary, by super light-weight, boned, and laced corsets. There isn't a silhouette in Paris that doesn't cave in at the waist. Look through the following pages and choose your type—always with an eye for the waist-line.

Piguet's modern variation of the hobble-skirt—in which you can actually walk comfortably—is merely a revival from pre-World-War days (see one at the left), while other revivals go back to Velasquez. Piguet's peg-top effect—a narrow look around the knees and soft drapery around the hips is something you'd better get used to.

Flared skirts continue youthful and easy to wear, particularly when flared from the hip-bone with godets such as Molyneux's or when topped with the shortest fur bolero and held in with the widest belts such as Vionnet's—there's one opposite. When day skirts are full, they look better short; when slim or draped, they are worn a little longer. Individual proportions should be studied, every woman taking a good look at her legs before she decides where her skirts should end.

The cigarette silhouette belongs to Schiaparelli. Long, tubular jackets discreetly draped up in back, a feminine look around the chin with fur bibs, ribbon or tulle hat-strings tying under the chin, fur or fabric muffs over the stomach. Two of them are shown on page 52b.

Suit jackets with flared peplums curving down in back and up in front come from Lelong and Maggy Rouff. There's a beauty on page 46. Generally, there is back movement in the skirt. (Continued on page 110)

**Many of the Paris clothes shown in this issue will not arrive in American shops until after Labor Day. September 15 Vogue will give you the rest of the Paris story**



# Paris Opening Lines



Schiaparelli's brow strap anchors a high chechia of Persian lamb and velvet. (Imported by Macy's)



Lelong's ring-size waist, skunk jacket. Agnès hat.

Maggy Rouff's peplum suit, braided black wool. Suzy hat



Balenciaga's Velasquez hat, violet felt, flanked with fox tails. Made by Legroux. (Imported by Hattie Carnegie)





**Chanel shirrs the top  
of a black crêpe dress.  
Suède corselet belt**



**Balenciaga's bandaged hip drape  
on a two-piece black wool dress**

**Molyneux's half-and-half coat,  
half green wool, half Persian lamb**





LANVIN covers the figure and wraps it à la Turque, at the Paris Openings. Blue crêpe dress, draped like harem trousers; paillette belt





PAQUIN covers the figure and wraps it à la mummy. Spiral yards of mauve crêpe, winding you in...even to gloves. Mauboussin jewels





TALBOT muffles not only your hair, but half your face in red-and-blue crocheted mesh. First you bandage your head with the mesh, then clap on the blue taupé felt hat, then loop a length of the mesh across your chin and fasten it with a Vieille Russie gold brooch. (Imported by Henri Bendel)





HORST

SUZY HAT (BONWIT TELLER; RANSOHOFFS) • SUZY HAT (BERGDORF GOODMAN)

Wrap it up, please—says Paris. Wrap up, imprison, bandage your back hair in a whood (archaic English) or snood or some form of bondage

- SUZY calls the first hat above “Foreign Legion,” a black velvet pill-box with a jersey snood. Creed’s black velvet suit with a striped blouse
- Second above: SUZY’s mink chechia—all your back hair held captive under a black silk jersey snood tied with a red velvet bow-knot
- Below: SUZY’s black felt hat with red felt, like coq feathers, covering your back hair. Francevramant’s dress of black crêpe satin, the hips looped into bows. What looks like a necklace is a Vieille Russie brooch flanked by a pair of earrings. Serge Roche décor



FRANCEVRAMANT DRESS AND SUZY HAT IMPORTED BY JAY-THORPE

*Whoods and snoeds  
from the  
Paris Openings*



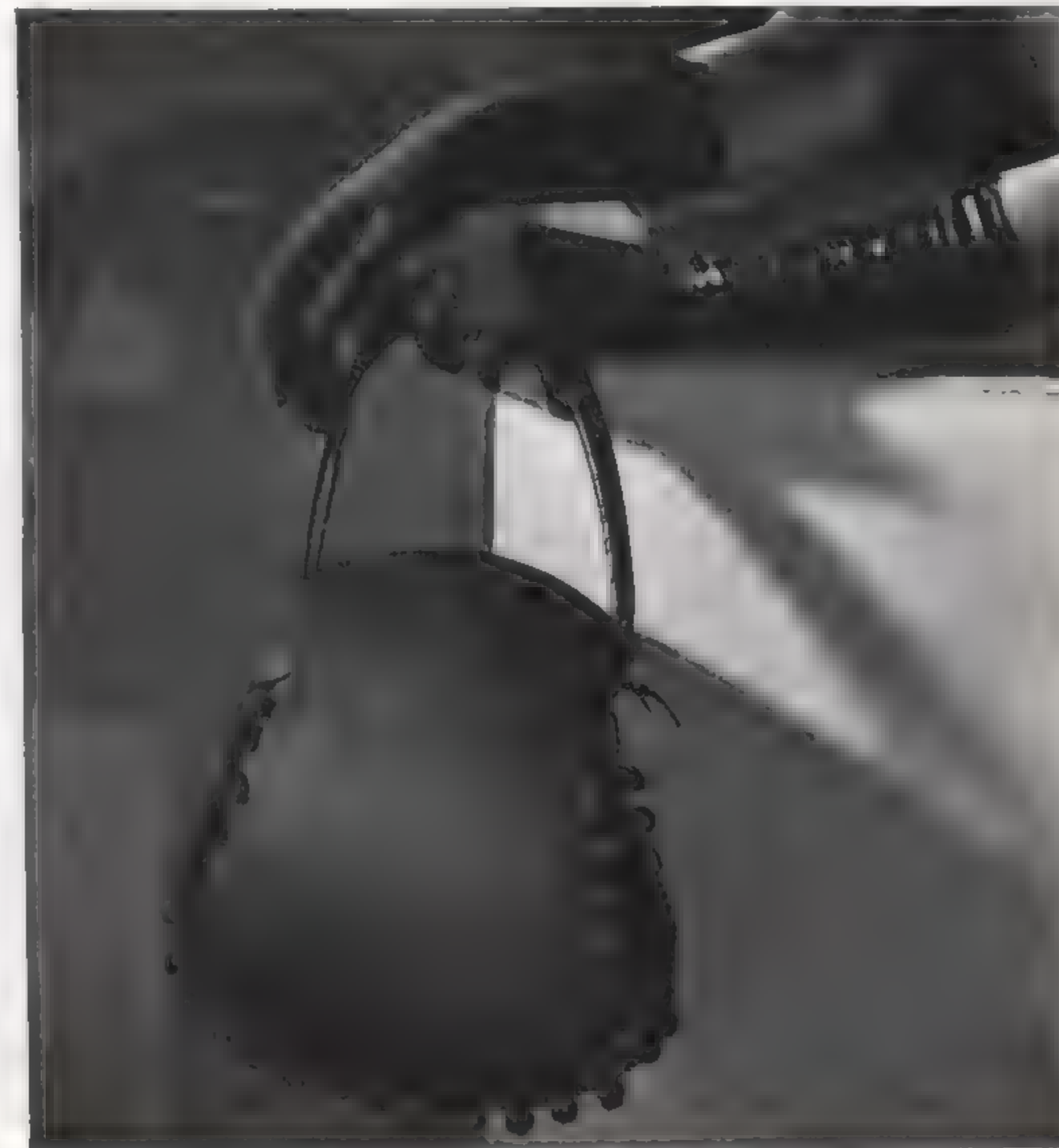
# Paris Plays with passementerie




CREED's passementerie jewellery forms the decorative motifs on these pages. Above, a gold braid choker. Opposite page, a leaf-clip of gold braid

ILDA of Paris twines black silk braid into intricate frogs, on the backs of these tan box-calf gloves. (Nice with a braid-trimmed wool suit)

MARJORIE DUNTON puts passementerie on her suède bags. For the first, braid tassels. For the second, flat braid, zigzag braid, fringe



CREED twists black silk cord around the neck and across the chest of a black wool suit; adds a gold passementerie clip like a military epaulet

TALBOT puts an admiral's ransom of gold braid on a black velvet-felt pill-box, even up to the pointed pixie crown. A veil of fish-net shadows the face

SUVIANE dangles soutache ball fringe around a black suède bag like an 1890 reticule. Marcel Rochas laces black suède gloves with braid



SIX PHOTOGRAPHS BY SCHALL



MARJORIE DUNTON plasters heavy black silk passementerie—epitome of elegance—over almost every square inch of this black suède bag



SUZY strings black silk cords and tassels around a red plush toque that's exactly in the spirit of bustles and the polonaise silhouette. A high quill pricks the front. With it, Creed's braid-trimmed black wool suit. Under your chin, the new way, a stiff white collar. Boivin jewels



MAGGY ROUFF dresses up gloves with soutache: A frogged design in black on white box-calf. Black braid zigzags on a glove of rust-coloured suède



**Passementerie flourishes again—  
that elaborate corded trimming dear to  
1890 ladies and the queen's navee**



## PARIS KEEPS YOUR CHIN UP

SCHIAPARELLI puts so many bows, fur bibs, and choker collars at your throat, you'll automatically hold your chin up

- First: A blue velvet bow tying on the hat, a bib of mink tails, a mink-tail muff, a black wool suit with a long, long jacket
- Second: A shirred taffeta chin-strap anchoring a velvet bonnet, a black wool suit with a long, long jacket, velvet trimmed

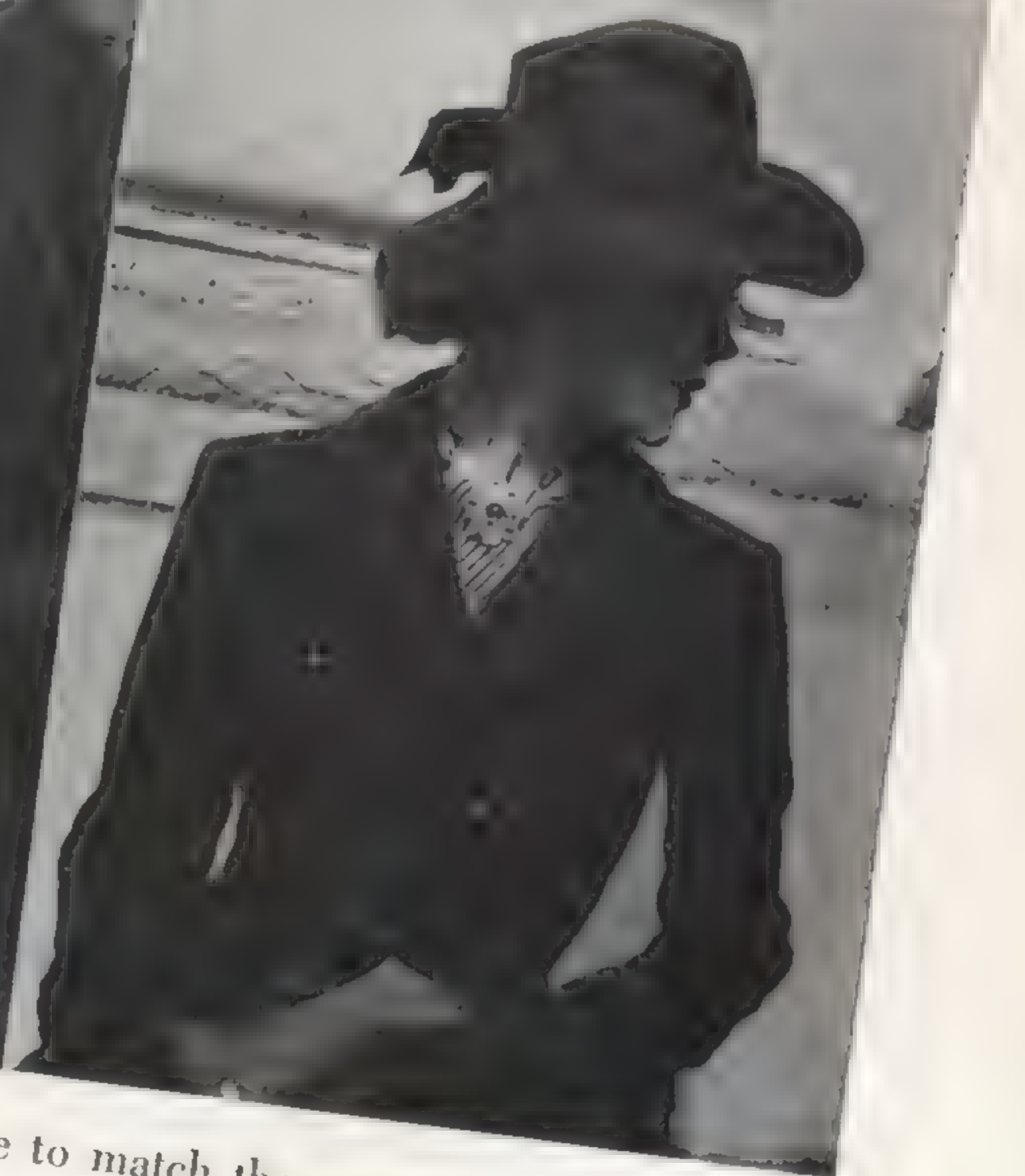


A. FISCHER





CREED SUIT; VALOIS HAT IMPORTED BY KNOX



SCHIAPARELLI puts under your chin a huge choker collar of fox, dyed navy-blue to match the navy-blue coat. Then she adds a haughty Hussar hat of the same fox and a chubby muff—the muff firmly attached to the coat with a narrow fox belt

- CREED's brown wool suit outlined in brown Persian lamb. With it, Rose Valois' version of the returning classic felt hat



## AT THE PARIS OPENINGS: PAILLETES ON FUR

Things happened to furs at the Paris Openings—they were pleated, shirred, quilted; they were gold-embroidered, occasionally even studded with coloured stones. Piguet did a sensational bit of lily-gilding, and embroidered fur with paillettes...black ones, or green, blue, and red ones. He had his inspiration from Bérard, who suggested fur with pearls and diamonds twinkling from each hair. These pailletted capes are slightly less fabulous, but the general effect of extravaganza is there

Below, **PIGUET's** little grandmother cape of black Alaska Sealskin, heavily zigzagged with big black paillettes...to wear with a dinner-suit. Not a wrap to leave in a cloak-room—but one to sparkle in all through dinner. Piguet's tight felt skull-cap has tall coq feathers sweeping into the air







BOTH HATS FROM BERGDORF GOODMAN

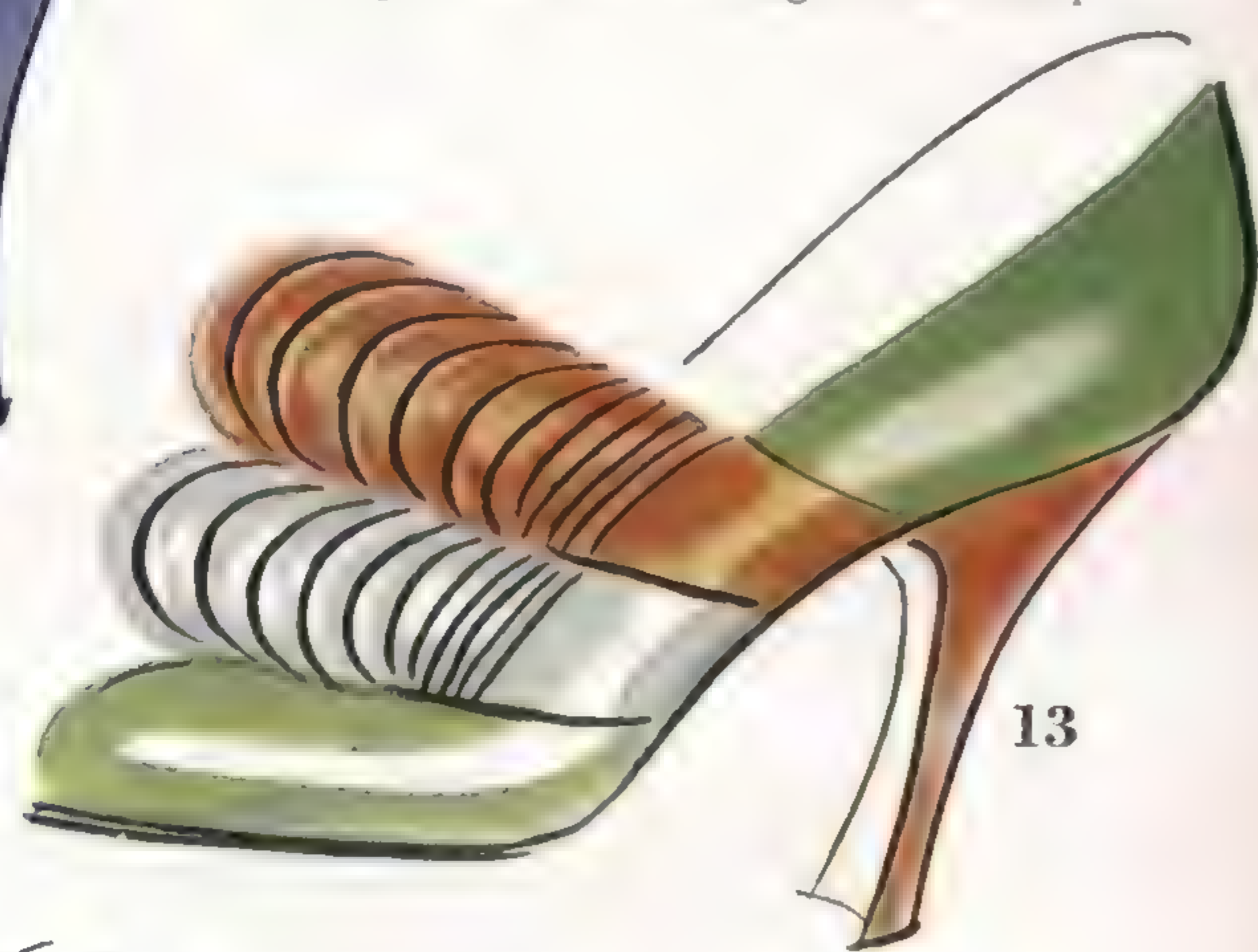
**PARIS IS BUSY WITH BEAVER FELT**—old-fashioned *mélusine*, soft, sophisticated—newest-looking hat fabric in years. First: Suzy's black beaver turban, satin streamers. Max broadtail cape, worn with a shower of topaz, and Kislov yellow gloves. Second: Suzy's pale blue beaver hat, shooting forward and down in back, the new way. Pantlika sheepskin jacket. Alexandrine gloves





# COLLECTION N





# CAVIAR

1. Agnès' wrist-bow glove of velvet ribbon in Agnès-blue. (Henri Bendel)
2. Balenciaga's medallion evening bag, with a gold metal frame, inset with suède and velvet. It swings from a beguiling bow-knot of black velvet ribbon. René Schnerb is the designer
3. Bow-knot evening glove of suède, with satin inserts, by Marguerite
4. Openwork-embroidered glove of suède by Alexandrine—almost shoulder length (Saks-Fifth Avenue)
5. Four new colours in classic suède gloves from Paris: the yellow and green-tea shades from Kislav; the metallic blue and copper from Hermès
6. Massive gold bracelet with three giant sapphires set at the back of the wrist, and smaller sapphires circling the rim. Designed by François Hugo
7. Schiaparelli's sentimental powder-box of chased gold metal, exactly like a nineteenth-century change-purse
8. Maggy Rouff's plump evening bag of shirred ruby velvet, with a baroque gilt bow-knot serving as the clasp

9. Schiaparelli's Chinese trappings—barrel-beads of bright velvet with swags of gold chain—for necklace and earrings. For simple costumes
10. Perugia's new Spanish shoe silhouette—short, high-heeled, high-in-stepped—for a kid shoe. The ankle-high lattice of elastic kid, studded with brilliants, is what keeps it on
11. Held on by a high, stiffened tongue—this strapless kid sandal by Perugia. It's secure enough for dancing
12. Perugia's straight-up, Spanish vamp, achieved by kid frills, on a mincing satin shoe. Notice the fore-shortened look—flattering to any size
13. Thick rolls of metallic kid give a straight-up look to the vamp of this satin shoe—another Perugia design

•Perugia shoes at Saks-Fifth Avenue





1



2



3



4



5

## FOREIGN EXTRAVAGANZA

1. Sheet-metal flower in copper, bronze, and gold shades, to glint on the lapel of a coat or the crown of a hat. Designed by Max Boinet  
 2. Marcel Rochas' playful hat and muff, crocheted of green chenille  
 3. Three Ferragamo shoes with Oriental tendencies. First, a curved-toe shoe of green suède and gold kid, designed by Oliver Messel for the British film, "Thief of Bagdad." Second, a glass-soled sandal with silver and gold straps. Third, a platform shoe in Persian colours  
 4. Marjorie Dunton's lacy evening bags—the first, a black velvet bag frothy with white lace, studded with coloured crystals, swung from a black velvet handle. The second, a froth of black lace ruffles  
 5. A frou-frou evening muff by Marjorie Dunton—pink velvet knobs on black tulle, edged with a velvet frill. Bag facilities inside  
 6. One of the new short-footed, high-heeled shoes, designed by Roger Vivier. It's a bootee of violet satin, set on a slim heel three-and-a-half inches high, seeming to shorten the length of the foot  
 7. Three more shoes with towering three-and-a-half inch heels. The first, cyclamen kid. The second, French-blue kid with sky-blue kid. The third, an Oxford of mahogany box-calf. Vivier designs  
 8. Two square-toed shoes by Vivier—the first, a high-vamped dinner-shoe of black satin, with a toe-section of red kid folded like a neat package. The second, a pump of dark mahogany kid, its toe square as a child's building-block. Vivier shoes designed for Delman



7



6



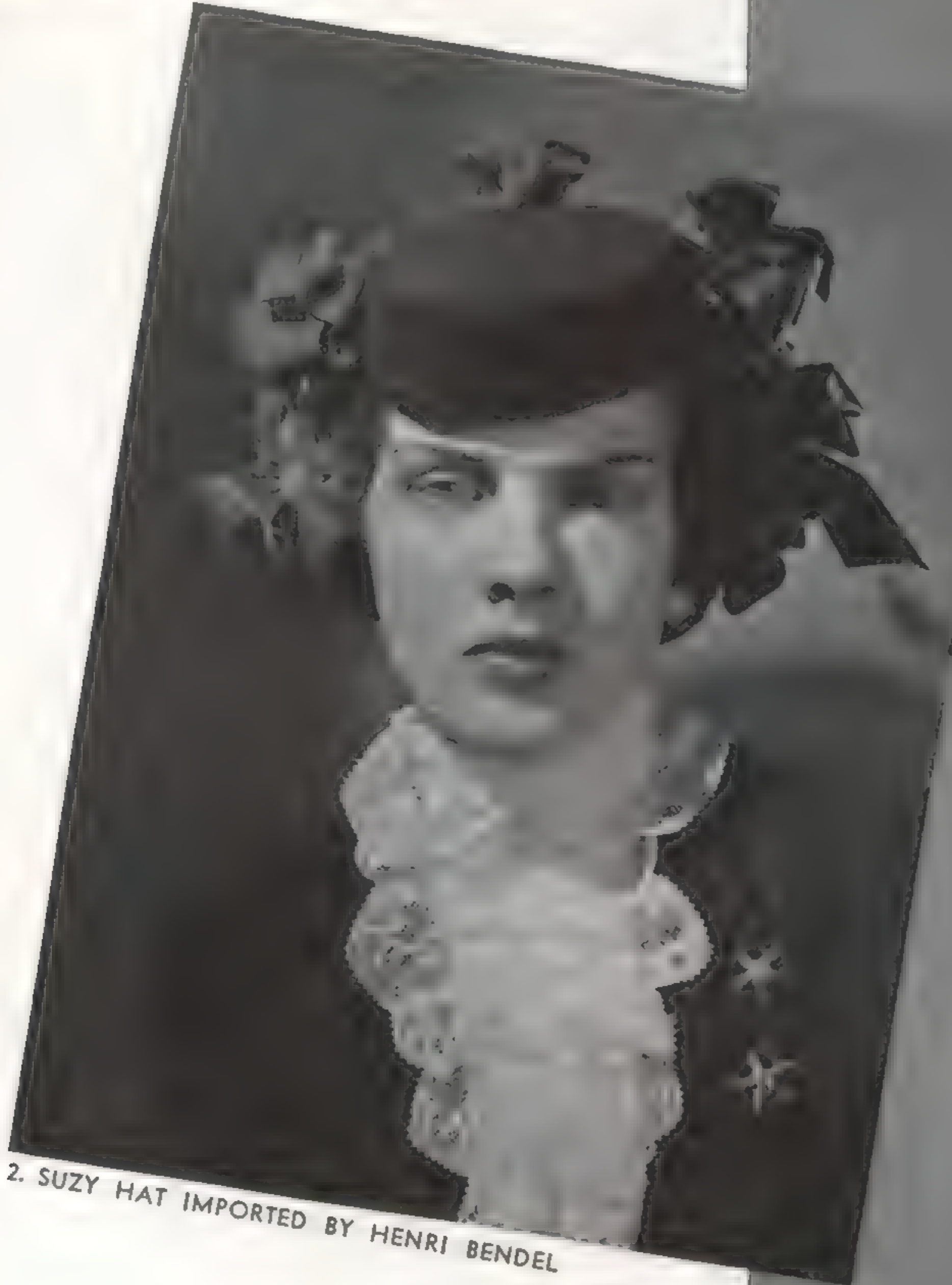
8

SIX PHOTOGRAPHS BY SCHALL





1. TALBOT HAT



2. SUZY HAT IMPORTED BY HENRI BENDEL

## COVERED HEADS, DAYTIME HOOP-SKIRTS AT THE PARIS OPENINGS

1. TALBOT's snug new hat—a chenille pie-pan, with ball fringe just over the eyes, a chenille snood over the hair. Max cape  
2. SUZY's "Velasquez"—brow-covering felt pill-box with bright velvet pickaninny bows at the sides. Creed's wool suit  
3. MOLYNEUX's hoop-skirt costume for day—black wool, with a two-tiered skirt braced by wire hoops. Felt hat. Boivin starfish



3. MOLYNEUX HOOP-SKIRT COSTUME IMPORTED BY BONWIT TELLER









**Molyneux's new ankle length,  
green broadcloth, black bands,  
Persian lamb cape, hat, muff**



**Maggy Rouff's 1880 modesty;  
brown velvet, taffeta ruffles  
on wrists and petticoat**



**Vionnet's startling hip ruff  
and a new low in hip-lines.  
Again—velvet top, tulle skirt**



**Alix's elongated bustle,  
long sleeves and a train;  
ivy-green velvet, wine-trimmed**

*Paris Covers Us - with Past Glories*





FIGUET calls this black wool suit "1940"—but, to accent the hips, he gives it an 1880 dust-fringe. His ostrich-trimmed hat hugs the skull

CREED edges a black wool suit with wide silk braid, adds a velvet collar. The faille blouse is almond-green. Valois' Persian lamb chechia

*Five to wear time and again—  
from the Paris Openings*



PATOU mounts a cape on a Persian lamb yoke, lines it with taffeta, pads out the hips of the woollen dress, puts coq feathers on the hat

CREED embroiders the galiak collar of his black wool suit with gilt braid. His grey-blue felt muff-bag is galiak-banded. Agnès' postilion hat





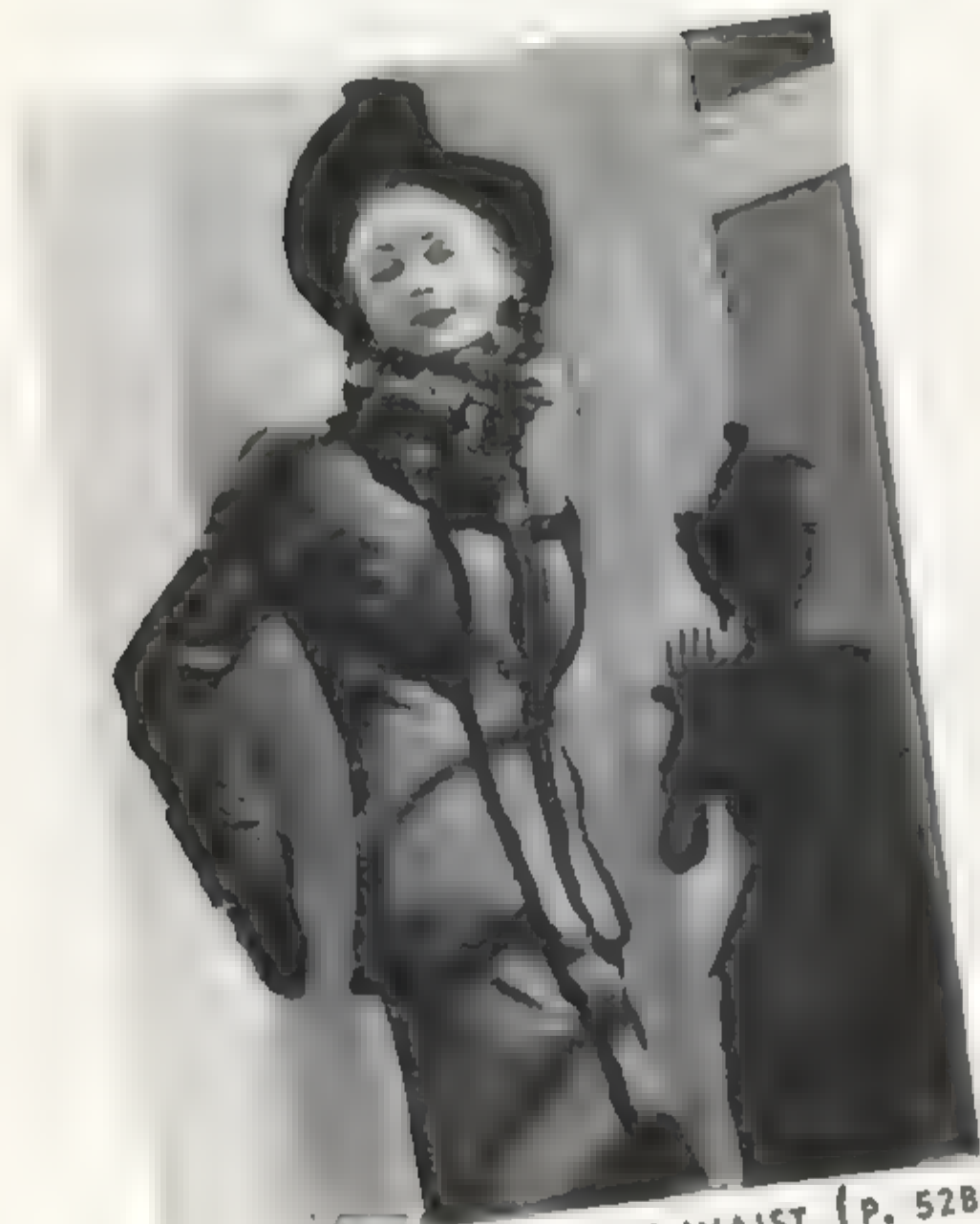
ANDRÉ DURST

*Grey with black*

LELONG accents a grey wool redingote with black Persian lamb (Salon Moderne, Saks-Fifth Avenue). Faintly Surrealist, his umbrella handle and bag are of Persian lamb, too. So is Valois' chechia.



These are the key silhouettes



SCHIAPARELLI'S CAVED-IN WAIST (p. 528)



CHANEL'S MOULDED TORSO (p. 58)

These are new corsets

The Corset is the Key. Above, you'll see five important new fashions from the Paris Openings (featured on other pages in this issue). We reprint them on these pages to show you that the big news from Paris is silhouette news. As you see, you will need a waist small as possible, a stem-like torso, a bosom that's definitely a bosom. That's the silhouette on which all the new clothes are based. The only point of difference is whether the hips are rounded more or less. So make up your mind that, willow-thin or not, you will need a new corset to wear the new clothes.

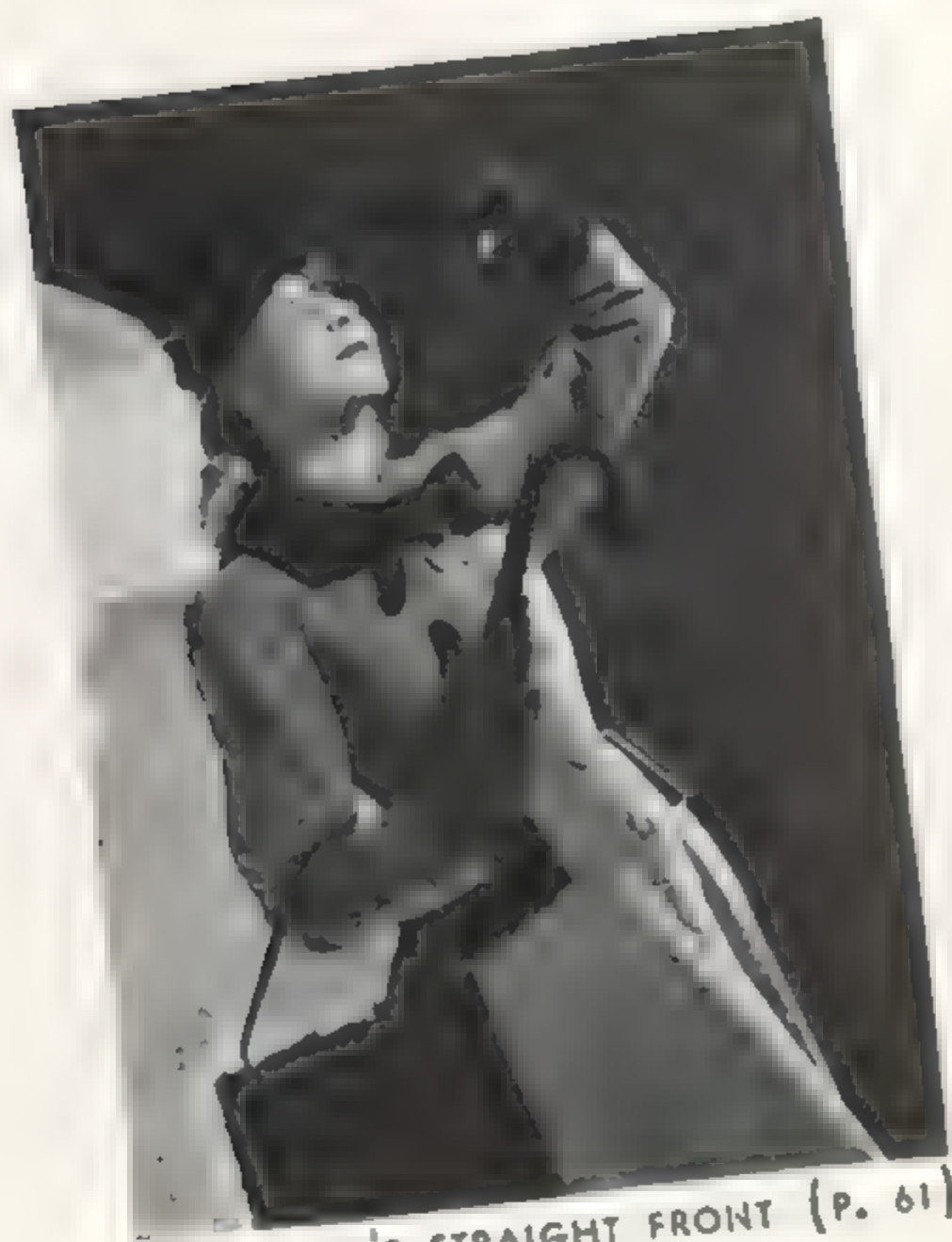


To wear that long jacket above, a long corset, laced for a caved-in waist. A Schiaparelli corset; at Best

To mould you from bust to hip, for the gown above, a Munsingwear all-in-one, woven with "Lastex." Best



in Paris



LELONG'S STRAIGHT FRONT (P. 61)



MAGGY ROUFF'S BUSTLE-SUIT (P. 46)



MOLYNEUX'S RING-SIZE WAIST (P. 57)

to build them



To wear Lelong's long torso lines (look above), a firm panel of net. A Silhouette Lelong corset. Altman




To offset a bustle, a tiny waist, flat front, high, rounded bust. Poirette's all-in-one does it. Saks-Fifth Avenue




To approach a ring-size waist (look above), "fashioning" in French elastic. A Franco corset; Bonwit Teller

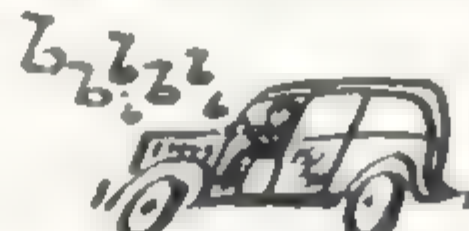


# What New York needs...

 (50) A telephone number that can be dialed any time of day or night for news flashes. More “last rides” on Elevateds.

Pleasant places to meet out-of-towners, or in-towners who are invariably late—something more comfortable, but as securely isolated as the parachute that stuck! More cross-town  buses. A florist shop that has

amusing and inexpensive boutonnieres made up for the lapels of women’s suits. A firm under the name of Leg Work, Inc., that will send around a strong young woman once a week to pick up a business woman’s shopping list and fill out

the order. Parking meters—six other cities have found them completely satisfactory. Elimination of horns on automobiles and taxis—and not to be replaced by instruments playing  “Some Day I’ll Find You.” Smarter

summer uniforms on traffic policemen.



The huge beer-garden, with Strauss waltzes, that New York

males have been crying for since the one in “The Last Waltz” reminded them of what could be done in the way of re-

laxation in a beer-garden. More trees on Fifth Avenue. Instead of a sneering rebuke from New York’s cops for an error in driving, a compulsory reading of C. D. Batchelor’s booklet, “Inviting the Undertaker.” A vehicular under-

ground tunnel on Fifth Avenue. Transmission of stadium concerts by broadcast to all public parks. Picketing signs

written by Dorothy Parker. More water-front excursions



to point out one of the most entertaining

harbours in the world. Bulrushes



included in the city-planting so that New York might have a perpetual


supply of Park Commissioners,

all endowed with a great imagination and an infinite capacity for work-

ing in the face of indifference. Recognition of winter need for “pop” concert music. A flock of small Mexican



chilli restaurants with the chilli made as follows: bring two tablespoonfuls of olive-oil to the smoking point, add two heaping tablespoonfuls of authentic New Mexico ground chilli, add a little water and two pounds of

chopped meat that has been browned with garlic. Simmer two hours, add a tablespoonful of bread-crumbs. Serve with frijoles and tortillas and a Mexican marimba band. And, finally, a book  about a country that many

New Yorkers have not discovered, entitled *Inside America*.





**ORIENTAL DRAPERY**—in this season of drapery—is one of the newest means to a slim silhouette. See how the full crêpe skirt tapers to loop between the ankles. Oriental, too, the embroidered bolero, the veiled turban. Hattie Carnegie; I. Magnin, California









ANTON BRUEHL • CONDÉ NAST ENGRAVING



ELEANOR HOLM, THE NUMBER ONE AQUABELLE OF THE AQUACADE

## THE AQUACADE

**everybody loves it**

Sitting pretty on top of the shifting heap of the World's Fair is Billy Rose's Aquacade—a mixture of Olympic swimming-meet, Broadway extravaganza, and slap-stick comedy, with the warm, peanuts-and-pop-corn confusion of a circus. In four months' time, in four hundred and fifty performances, nearly three million people have seen it, and all of them love it.

They love Eleanor Holm and Johnny Weissmuller ("Aquabelle" and "Aquadonis"), who slip through the water in waltz-time, matched stroke for stroke. They love Willie, West, and McGinty—blowzy experts of the old pie-throwing technique, who never touch toe to water. They love the high-dive champions who drop forty feet to the roll of drums, and Subby Krueger, former Olympic back-stroke champion, now ace of water-clowns. But, above all, they love the Aquabelles. A little like the Rockettes, a little like the stoic Brünnehildes of the old Hippodrome, they glide and turn with the music, making a complicated, moving mosaic, effortlessly, in the water. Rowdy, grotesque, and beautiful, the Aquacade cuts the wide swath at the Fair.





**GALLANT CAPE** ...over a slim skirt...a dinner-suit to make head-line entrances at First first-nights...to give you the new elegance, muted and monotone. Cape and skirt are of mauve wool, the hand-knitted sweater is mauve-and-pink. Bergdorf Goodman



# Here and Now

## New American clothes... new ideas about wearing them

*Incoming:* Such whoppingly large necklaces that your day dress seems just a backdrop for them. Mile-long fur stoles attached or unattached to your cloth coat—transplant an unattached one to suits or dresses when the spirit moves you. A craze for taupe, that murky, sullen tone that is as satisfying and rewarding as black. Hats moving down on your back hair—often hiding it completely. Drapery. Hip-hugging drapery on day dresses. Lush Oriental drapery at night, with here and there a hem turned under, à la Turque. A new dinner-jacket with the outlines of a riding-habit—see sketches at left. A leaning towards narrower lines...

*Staying:* Bustles. Anything from a full-fledged one to the slightest back-flip. Short skirts. Day ones refuse to budge an inch. Full, flaring skirts. Youth loves them, clings to them...but the narrower ones are inching in. Fur hats: high busbies, Hussar hats, chechias, pill-boxes, and real fur sailors. Fur muffs, anything from giant pillows to small puffballs. This winter, more than ever before, you'll want to look cosily befurred. Fur hems on your coats or suits. Fur bands wandering wherever they can. Fur revers, fur pockets, fur collars, fur waistcoats. That grey coat on page 71 is practically fifty per cent. fur—its entire façade of nutria.

*Surprising:* Unexpected news in the world of colour is the passion for monotonies. Outfit yourself from head to toe in one shade: in taupe, or in green, or in prune. Suggestion for Right Now: A taupe silk jersey dress, a taupe maribou hat, taupe gloves, taupe shoes. On the other hand, if you like contrast, make the contrast violent. Scrap the idea that red and green swear at each other. Try a green tweed coat, faced in red, over a flaming-red tweed suit—page 78. Have a scarlet chenille toque to match a scarlet chenille yoke knitted into a mauve wool sports dress. Wear foggy greys with brown or black furs. Investigate the fragile baby-coat colours—pink or blue. Team a baby-blue dress with a nutria coat and brown accessories. A baby-pink tweed dinner-suit with black accessories. The black makes it worldly. (Many more colour ideas on page 76.)

*Entertaining:* Initials six inches high on your day bag. An evening bag of gold kid, shaped like a tambourine—or is it more like a round candy-box tin? A late-afternoon suit of dull gold lamé, tailored as casually as a man's sack suit. Or a late-afternoon sack suit of dull velvet. The velvet touch is everywhere. Velvet revers, velvet collars, velvet bands. Gay velvet neck-bands dripping jewelled pendants. (Continued on page 103)



**RIDING-HABIT JACKETS**—also called Revolutionary jackets. New idea in theatre suits. First, American-beauty moire dress and jacket with a cutaway peplum; Altman. Second, Hessian-red wool jacket, embroidered in gold, plum crêpe dress; Hattie Carnegie





## FOUR NEW COATS MAKE AN ENTRANCE

The furless coat, with dress details (Helen Cookman design). Smooth taupe wool, echoed by a blue fox hat and muff. Jaeckel

The stole-coat—important newcomer. Black Leda cloth; six-skin stone-marten stole looped on the chest. Velvet hat. Bergdorf Goodman





TONI FRISSELL

The loose, flaring coat—beltless, buttonless.  
Black wool with beaver (Germaine Monteil design);  
sheared beaver hat. Bonwit Teller; Bullock's-Wilshire

The coat half of fur, half of fabric.  
Grey Leda wool piled with nutria,  
shirred like fabric. Fur chechia. Milgrim; I. Magnin





## FOUR NEW SUITS MAKE AN ENTRANCE

Pointed-peplum jacket; full-skirt dress,  
jersey top, slate-blue wool. Henri Bendel.  
(Try it with a hat and muff of black fox)

Waist-length jacket; full-skirted dress;  
black wool with marten scarf (Germaine Monteil design).  
Bonwit Teller; Ransohoffs, San Francisco





TONI FRISSELL

Bolero jacket; slim dress with back-flare;  
green wool with nutria revers;  
green felt pill-box with snood. Milgrim

New long jacket; slim-skirted dress;  
grey wool with beaver pockets; grey wool gloves;  
black velours and beaver hat. Jay-Thorpe



## THE DRESS BEHIND THE NECKLACE

Necklaces big as bibs, on beautiful simple dresses—that's news in New York and Paris. Sometimes a necklace is sewed to a dress. Sometimes it's separate. Every time—played up by a clever dress chosen for that very purpose—it's the focus, the display-piece

Left: A necklace collar of gold and black braid is an integral part of this black rayon jersey dress, deftly shirred. Milgrim. Below: A separate plastron necklace of gold metal engulfs the neck of another black rayon jersey dress. At Saks-Fifth Avenue







Above: A bib necklace of gold metal gleams against the surplice folds of a silk-and-rayon jersey dress. This dress-behind-the-necklace is in sandstone-beige, distinguished new muted tone. With it, a chechia of sandstone-beige marabou. All; Hattie Carnegie

Left: A tassel necklace of gold metal dangles from this black dress of Crown-Tested rayon. It's a good background-dress—and for extra interest, has the longer draped hip-line, a back-bow. There's back drapery on the black velvet pill-box, too. Russeks



# New Colour in your life



the French call a mole a "taupe":  
he is taupe from head to foot

**Forget all the old clichés of colour.**

**Have the courage of some new convictions.**

**Wear one colour—the new taupe—from head to foot.**

**Taupe hat, taupe suit, taupe fur, taupe gloves, shoes.**

**Try, too, these monotone themes: all green or all prune.**

**When you venture contrast, venture a rash contrast.**

**Only the timid now think red and green quarrel.**

**Add red gloves to a green suit, or vice versa (see cover).**

**Unite a green wool dress and scarlet-dyed mole jacket.**

**Get acquainted with the murky, earthy clay colours:**

**Ruddite and azurite. Olivite and ambrite. (Page 79)**

**Face winter in pastel baby-coat colours: pink or blue.**

**A gentle blue wool dress, nutria coat, brown gloves.**

**A baby-pink wool dinner-suit, punctuated with black gloves.**

**Understand the subtlety of black and brown together.**

**Understand the subtlety of grey and black—painters do.**

**Clash red against black in non-prosaic ways:**

**A red wool dress, black fox hat and muff.**

**Marry red into the important brown family, too.**

**New union: red jersey suit, Hershey-brown blouse.**

**And bank, at night, on that lucrative colour—gold.**



red-and-green

isn't rash in a rose

**Opposite: Extraordinary necklace, extravagantly  
twisted turban—Oriental accents for a  
worldly dress of silk jersey (Nettie Rosenstein design).  
Dress and necklace, Bonwit Teller**





DRESS: BONWIT TELLER • HAT: LILLY DACHÉ

STEICHEN • CONDE NAST ENGRAVING

**RED AND GREEN...FLAMBOYANT SUCCESS**





## New Colour-Couples

MORE RED AND GREEN—that zinging new colour duet is in the winner's division this year. Green: the loose-hanging tweed coat. Red: the coat facings, the tweed suit with its fitted jacket. Felt sailor. All from Bergdorf Goodman





UNCOMMON CLAY COLOURS—actual earth-shades baked in tile by Jean Gérard Matisse (son of Henri Matisse)—duplicated for autumn tweeds. You might wear these to the Tuxedo Park Dog Show. First: Ruddite and azurite for a tweed top-coat. Azurite accessories—suède bag and gloves; felt hat. Second: Olivite and ambrite—mixed for a back-flaring tweed coat. It has two waist-lines, one natural, the other low. Olivite accessories—suède bag and gloves; felt hat. All from Bonwit Teller





1



2



5

*Brew yourself  
a town outfit -  
green tea, black coffee*



3



4



6



7



8

*New blend for tweeds -  
green tea,  
black coffee*

*Graystrom*





# Green tea - black coffee

**B**RUSH a little brown into some green, and then brush a bit of green into some brown. You get two beautiful new, mellowed shades, each a fine autumn colour in its own right. Call them green tea and black coffee...and don't hesitate to mix them. They blend superbly. And either one is a sophisticated accent for black or colours, such as bright red or the new natural greys.

Mix them at breakfast, in tweeds; mix them at luncheon, in a wool town costume; mix them at cocktails, in soft velvet and suède accessories. See how the two colours seem to move toward each other. This near-merger is a quiet new kind of colour drama. In a roomful of colour clashes, the gentle stimulant of green tea and black coffee will have a powerful effect.

*Two new stimulants  
at cocktail time*



## BREW YOURSELF A TOWN OUTFIT—such as the one opposite:

1. Green tea for your felt Homburg, and black coffee for the grosgrain ribbon band and streamers. Knox has this for about \$10
2. Black coffee for the Koret bag of Kislav doeskin. Bonwit Teller
3. Your town dress itself—Stroock's sheer wool in black coffee colour. Less than \$30, at Bonwit Teller; or Jays, Boston

4. Spat shoes—black coffee calf, green tea suède. Palter DeLiso shoe, made to order. Bonwit Teller; Neiman-Marcus, Dallas

## A NEW BLEND FOR TWEEDS—opposite, one way to work it:

5. Three-piece suit of Stroock tweed, a smooth blend of green tea, black coffee, and white. About \$30, at Bonwit Teller

6. Black coffee felt Breton; high, hour-glass crown. Knox

7. Black coffee shoe of crocodile and suède, with round heel. Bonwit Teller or Neiman-Marcus will make it to your order

8. Green tea Kislav doeskin slip-on; four-button classic. Best

- (Specially chosen to wear with green tea and black coffee: Dorothy Gray's new "Daredevil" lipstick and "Poppy" polish)

## TWO NEW STIMULANTS FOR COCKTAIL TIME—on this page:

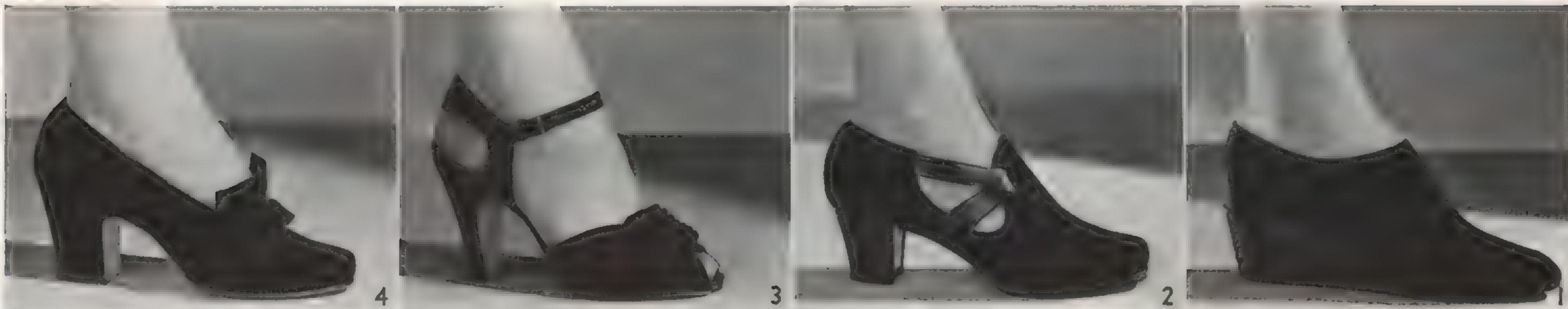
9. Black coffee velvet beret, green tea grosgrain ribbon. At Knox

10. Open-toed opera pump in green tea suède. A Palter DeLiso shoe, made to order at Bonwit Teller or Neiman-Marcus, Dallas

11. Green tea hand-bag of Kislav doeskin, with a band of stitching up the pannier handle. A Koret bag, to be found at Bonwit Teller

12. Classic four-button Kislav doeskin slip-on gloves of black coffee (good also with your black costumes). You'll find these at Best





## "Lighter-than-air craft" is a new word for the shoemakers' art

**T**HEY are making shoes soft and supple and often quite seamless. They are finding new ways to take from the weight, add to the grace. Linings are being left right out. And the more "Lastex" is worked in (right in the leather!), the more elastic your step grows. Those bulky wedge heels plant you firmly but lightly—inside, they're nothing but cork. The new shoes are flexible, buoyant, tending to the heady feeling of wings on your feet. Here are eleven examples of what we mean—and eleven new proofs of the fact that it is smart to be comfortable.

1. For an unfettered feeling—an unlined town-and-country shoe, all of black "Lastex" suède, except the python wedge heel. I. Miller
2. For comfort on city pavements—a town shoe of black suède with calf straps and medium-height heel. Shoecraft has it
3. For light-footed dinner-dancing—Palter DeLiso's black suède sandal, a mere few ounces of weight. Bonwit Teller; Neiman-Marcus
4. For flexibility all day long—Delman's black suède shoe with comfortable peasant heel, walled toe. Bergdorf Goodman
5. For late afternoon, or for a dinner-suit—Perugia's seamless black suède pump, with faille ruffle. Saks-Fifth Avenue
6. For shopping with ease—a black suède shoe with a heel of walking height, and narrow straps crossing the instep. At I. Miller
7. For literal elasticity—Palter DeLiso's afternoon shoe, all of black "Lastex" suède. Bonwit Teller; Neiman-Marcus
8. For a light step—a walking Oxford that reaches a new minimum in weight for alligator. Pandora Exclusive; Stern
9. For dining and dancing—a black suède dinner-shoe that's just four inch-wide bands and wide-open spaces. Saks-Fifth Avenue
10. For a buoyant step in town and out—a wine suède and calf Oxford, with a welt sole and a built-up leather heel. Milgrim has it
11. For an effortless afternoon—Delman's seamless bronze kid opera pump. There's news in its bronze lizard heel. Bergdorf Goodman

**LIGHTER**









TONI FRISSELL

For playtime and study hours—a princesse dress of sail-red linen, crisped up with white touches. The linen, you'll like to know, is reluctant to crush. About \$11. Lord and Taylor; Marshall Field





1. BEST



2. SAKS-FIFTH AVENUE



3. BEST

# Very young ideas

about back-to-school clothes

**P**ROBLEM: What to put on your clothes-conscious young when school-bells ring. Solution: These eight outfits. They're simple. They're sturdy. And they have a young-girl smartness that will satisfy a finicky daughter.

1. A dirndl-dress of blue-and-white checked cotton—able to dive in the wash-tub. About \$9
2. Brisk-day suit of green-and-blue plaid wool—this is a year for plaids. It has a bolero, a pleated skirt, a white piqué blouse. About \$14
3. Green-and-blue plaid wool dress. About \$17
4. A plaid reefer in green and red—that new colour scheme you probably want in your own wardrobe. About \$20; less in smaller sizes
5. Reefer of imported green wool; about \$30. Jumper skirt of green-checked wool; about \$9
6. First: Jacket and skirt of imported grey flannel, very like an adult's. Around \$25. Second: Bright red jacket of Botany flannel—red is flaring even in pint-sizes' wardrobes. About \$5. Blue flannel skirt; about \$4



4. LORD AND TAYLOR



5. BONWIT TELLER



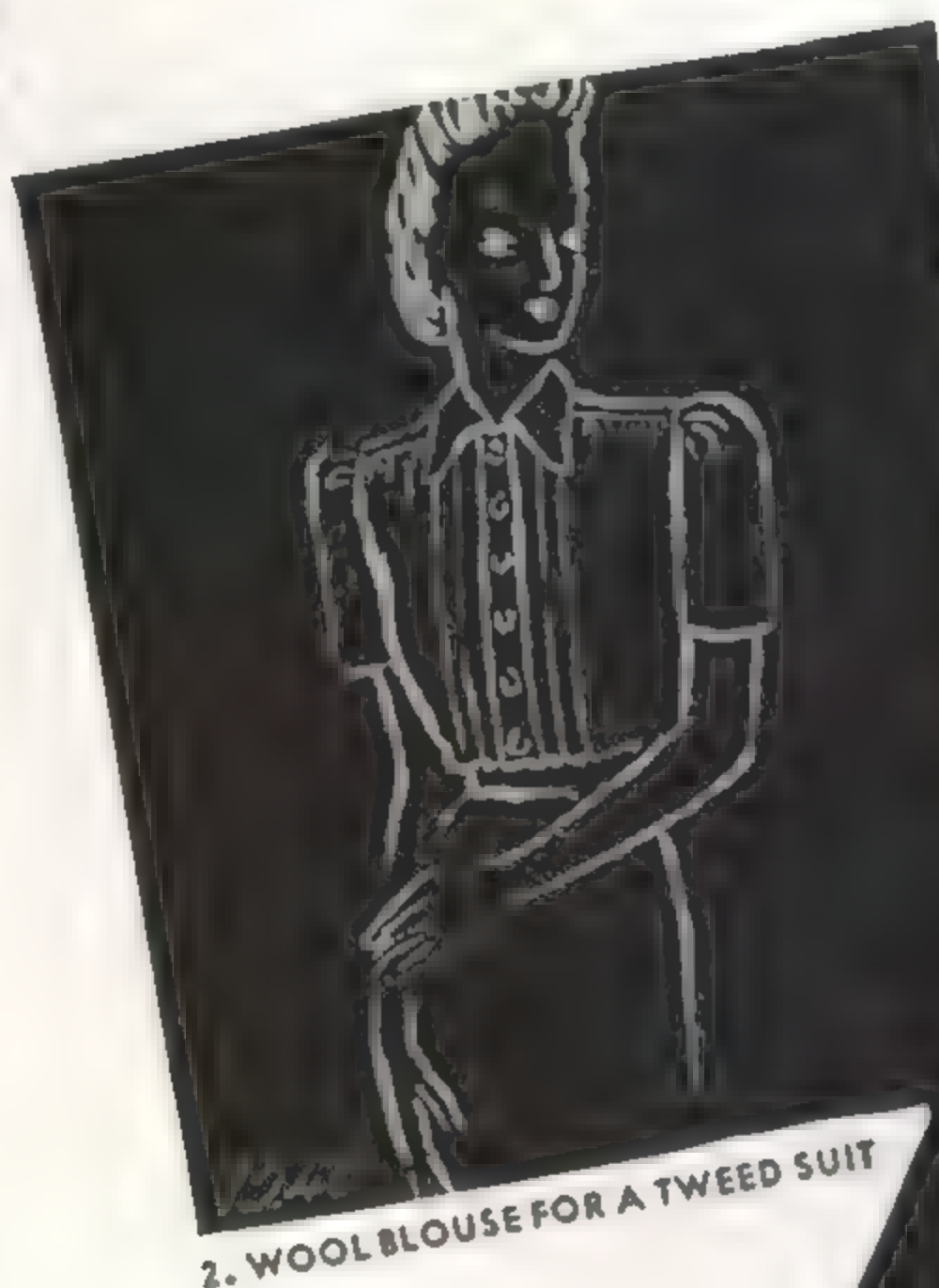
6. FIRST: BONWIT TELLER. SECOND: LORD AND TAYLOR



# Suits-Everywhere



1. WITH A VELVET SUIT, A LAME BLOUSE



2. WOOL BLOUSE FOR A TWEED SUIT



3. DRESS-TOP OF TOWN SUIT



# *Designs for dressmaking*

WHETHER you sew, or take your ideas to a trusted tailor, you're probably planning at least one suit. Now, as you see on these pages, there are suits for almost every hour of the day and night...jacket-suits, jackets-over-dresses.

This year, you'll want a formal day suit and a dinner-suit, in addition to all-day-long suits for town and country. And, paradoxically, the newest afternoon suits are of velvet or lamé...the newest dinner-suits are of sheer wool. For town suits, there are stiff silks and smooth wools. (Duvetine is back.) After you've thought about fabrics, look to your colours. Choose a muted colour scheme—taupe, dull blue, off-green. Or a startling contrast—clashing red and green, or red and black. To vary the schemes, change the accessories.

1. FOR LATE AFTERNOON—a suit made of Lyons velvet perhaps, very dashing either in all ruby-red, or with red jacket and black skirt. With it, try a blouse of thin lamé. Suit No. 8479, "Easy-to-Make," designed for sizes 12 to 20, 30 to 38. Blouse No. 8120, designed for sizes 12 to 20, 30 to 40

2. FOR TOWN AND COUNTRY—a classic suit, with jacket of plum-and-green plaid, perhaps, and skirt of green tweed. Add a green wool jersey blouse. (Mix the three pieces with other suits.) Suit No. 8478, designed for sizes 12 to 20, 30 to 42. Blouse No. 7246, designed for sizes 12 to 20 and 30 to 40

3. FOR EARLY AUTUMN IN TOWN—a dress with the new longer jacket, suave in taupe duvetine with dark brown velvet for the Ascot scarf, revers, and binding. (Velvet trimming is news.) The high-necked dress is a good backdrop for necklaces. Suit No. S-4163, designed for sizes 12 to 20, 30 to 38

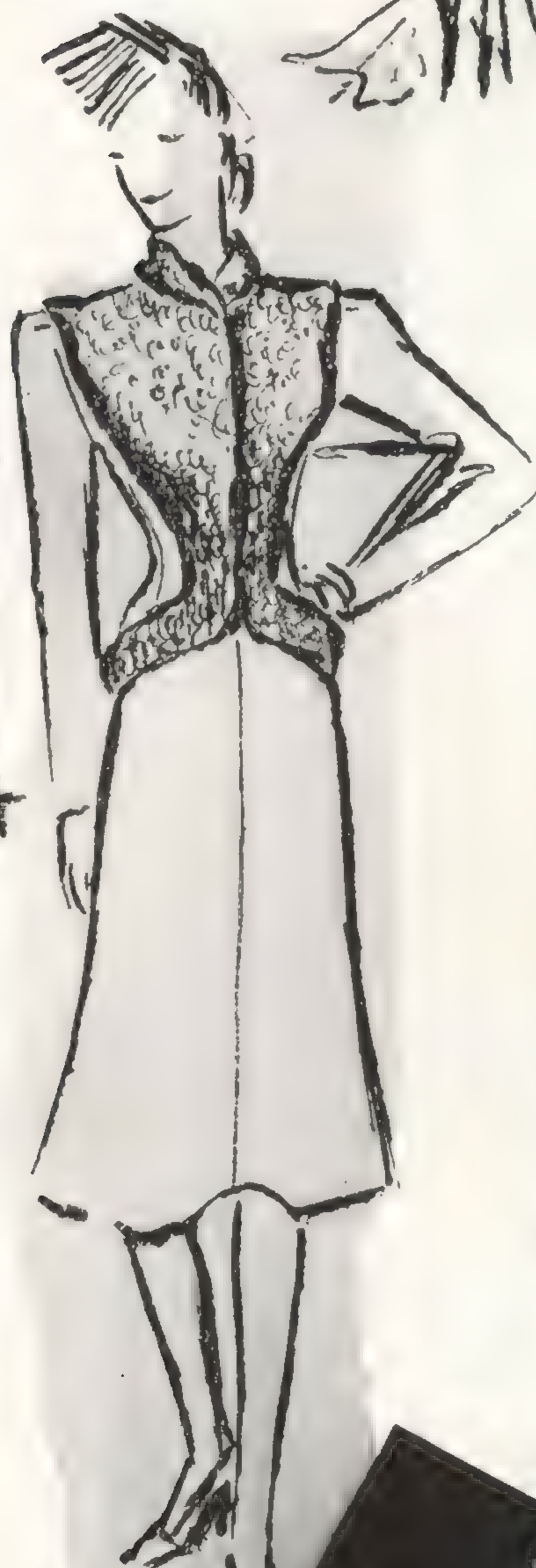
4. FOR AUTUMN INTO WINTER—a suit with a cardigan-necked jacket, of brown wool, say, for early autumn. Later, add a plastron, maybe of brown caracal (perhaps cut from a retired fur coat). Wear the two-piece dress under a coat for winter. Suit No. S-4162, designed for sizes 12 to 20, 30 to 40

5. FOR DINNER AND THEATRE—a dinner-dress with a jacket. Use, perhaps, black sheer wool, with black-and-gold lamé for blouse and revers. Add lots of jewellery when you wear the dress without the jacket. (Make it in day length for late afternoon.) Suit No. 8475, designed for sizes 14 to 20, 32 to 42

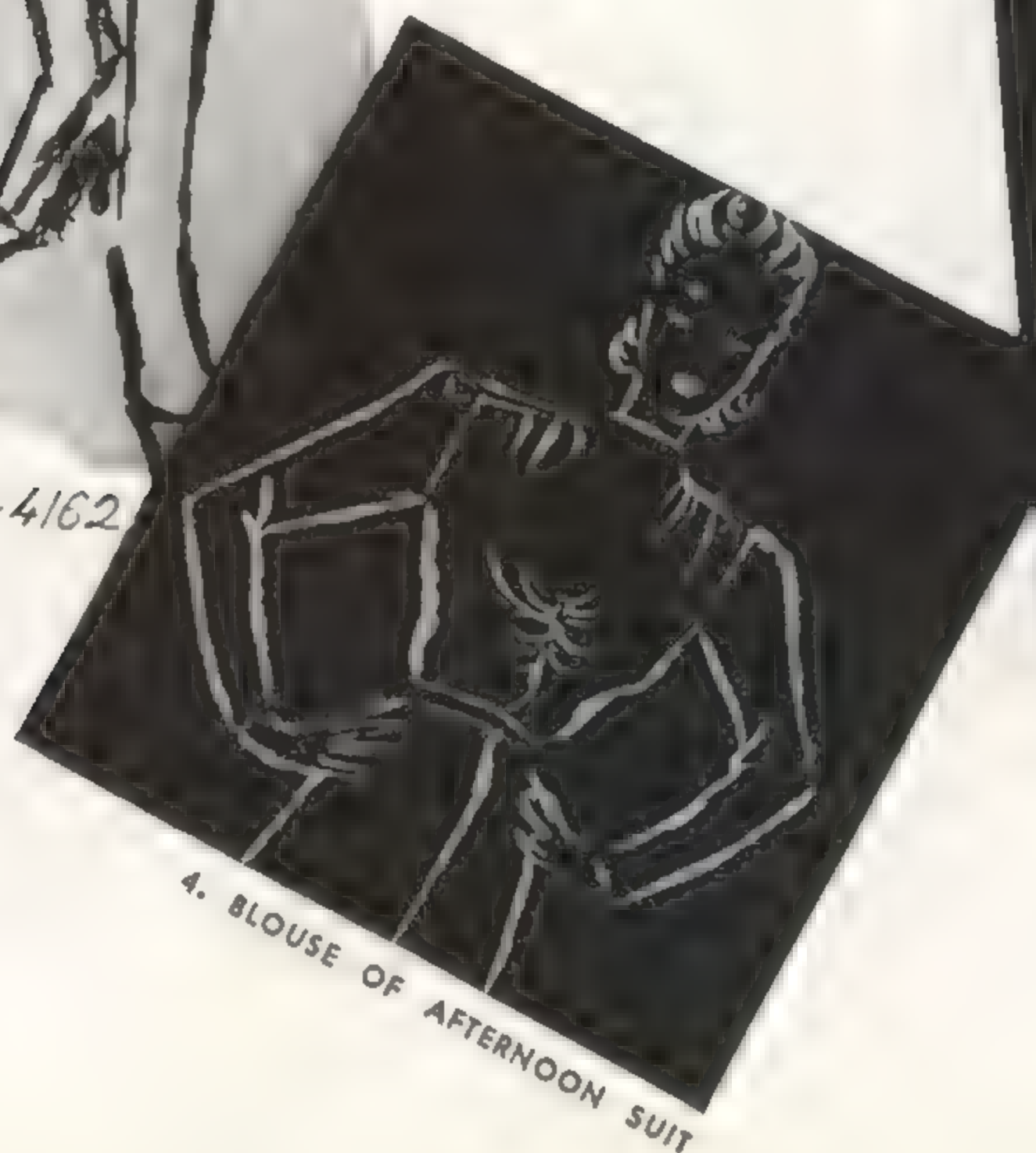
• Back views will be found on page 102



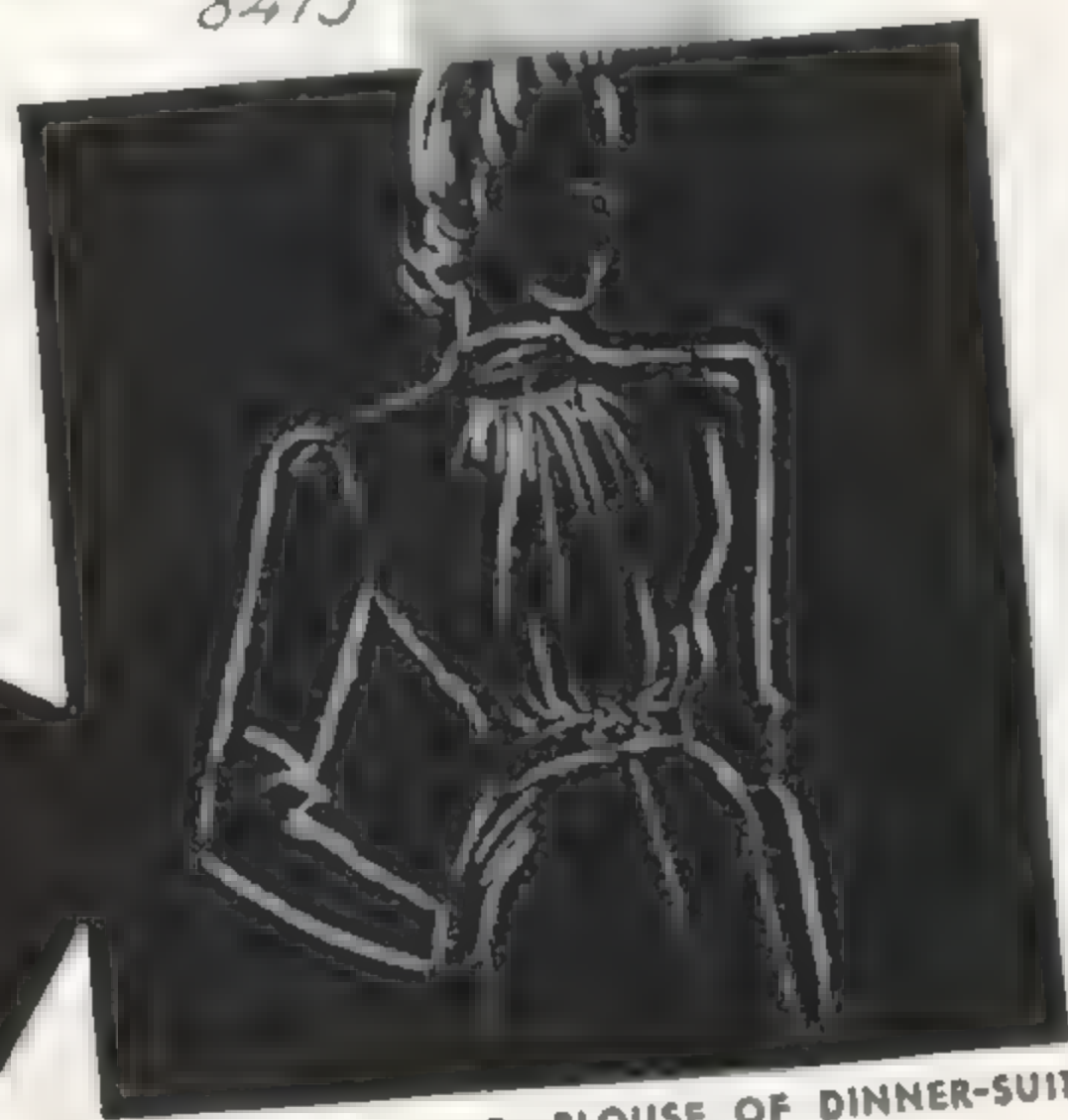
8475



S-4162



4. BLOUSE OF AFTERNOON SUIT



5. BLOUSE OF DINNER-SUIT





ELLEN DREW rising young screen star, in gold lamé

SAKS-FIFTH AVENUE



# Liquid gold

Opposite: A flood of gold lamé for a bouffant evening dress, photographed here on Ellen Drew. The dress is important as an example of the romantic use of gold cloth. Miss Drew is important as a rising screen actress. Her next picture is "Geronimo"

Below, first: Cascades of gold cloth used casually for a dinner-dress—topped by a spare-waisted jacket of smooth grey wool, gold-embroidered. All, however, is not informality; the jacket hides a décolletage that can only be described as Low

Second: Rippling gold cloth for a long-sleeved, high-necked dinner-costume—the dress-down way of gold cloth. It clings to the figure as if it had literally been sprayed on. With it, a trove of diamond jewellery, glittering like shaken drops of clear water



BERGDORF GOODMAN



RICHARD CARVER WOOD

DRESS; JAY-THORPE. TIFFANY JEWELS



# A GREAT LADY WITH A PAST:

ANDRÉ DE DIÈNES



THE EXTRAORDINARY, PRIMITIVE SPANISH CHURCH AT RANCHOS DE TAOS

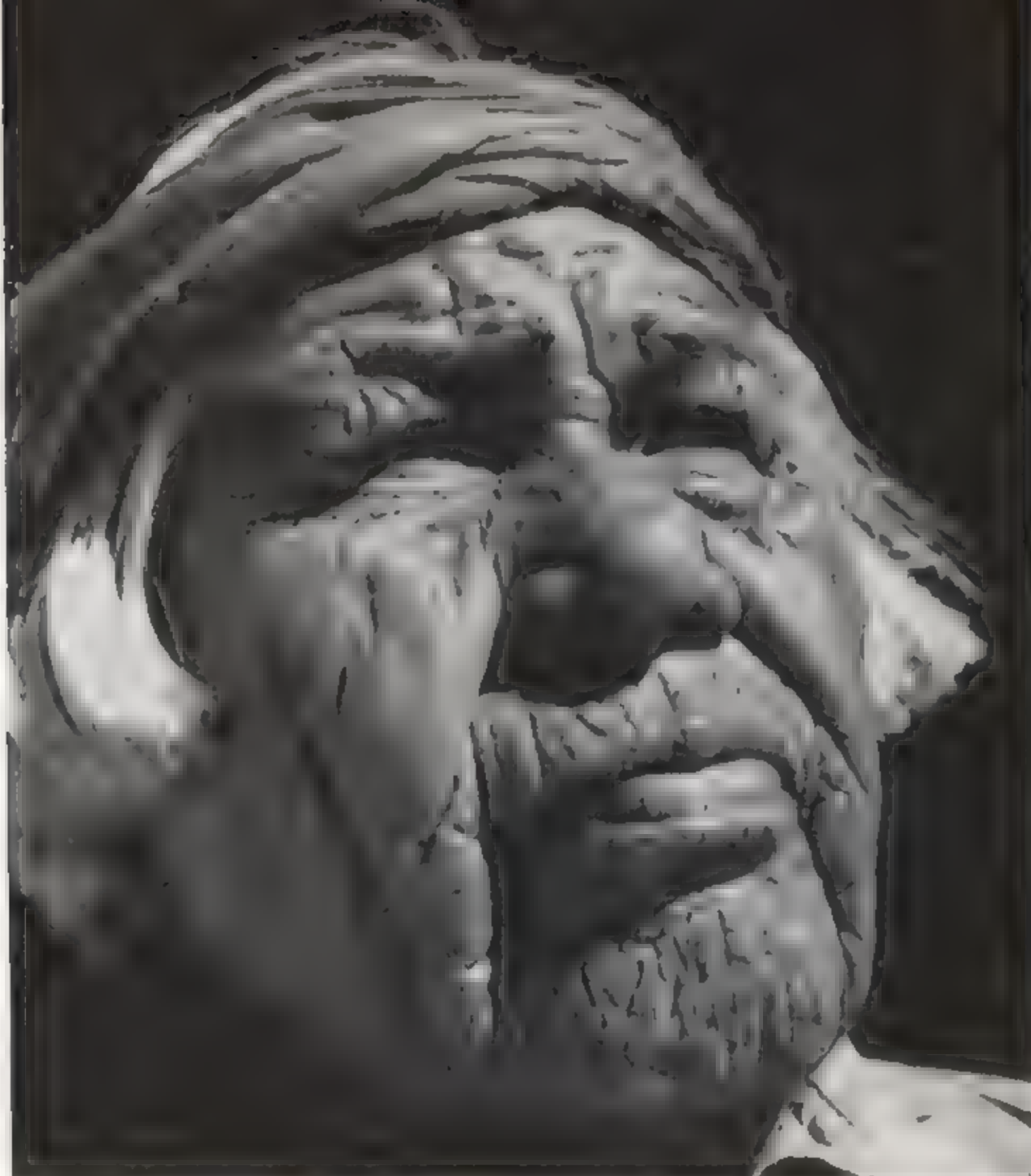


INDIANS COMING FROM MASS

An atmospheric sketch of New Mexico—  
where the present and the machine age  
seem infinitely remote—by Jan Spiess



# NEW MEXICO



AN OLD NAVAJO CHIEF



A MEXICAN CHILD



THE ENCHANTED MESA AT THE ACOMA RESERVATION

**N**EW MEXICO is set apart by far more than its geographical boundaries. It is not the snow-covered peaks seen from the desert that create the unforgettable paradox. A Taos Indian wrapped in a white blanket or a Mexican following a wood-laden burro on a highway does not set it so far beyond the horizon of the commonplace. It is the sense one has in New Mexico of the past being arrested, of time having halted, of progress and the machine age being infinitely remote. A plough is not a machine, a conveyance is not a Ford, a conversation is not a communication by telephone.

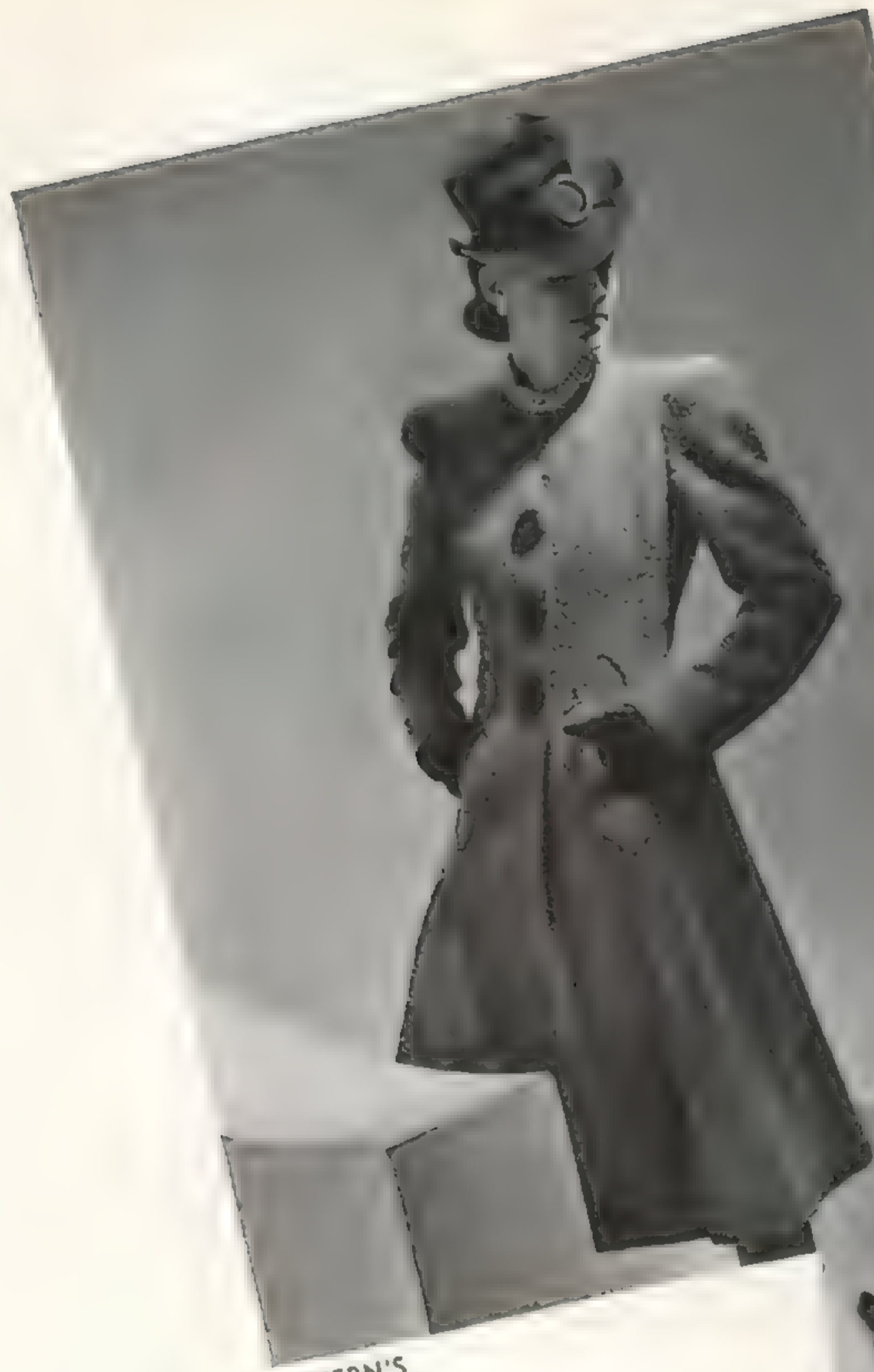
New Mexico shares with Spain and Egypt an eternal expression of agelessness. The small adobe houses are heritage from Spain; the churches in Cundiyo, Trampas, and Cordova house the same families of madonnas and saints that are found in Madrid or El Valle. In some mystical way, the mountain path seems to have found its way across the sea, and in the landscape one traces a reproduction of Old Spain.

The sandstone hills crouched between the mountains and desert might have been transported from Egypt, with the faultless sky that for hours holds the radiance of sunrise or sunset. The wide, flat rivers that wind through the hot sands continue the illusion—an illusion that so impressed one visitor in pioneer days that he imported camels to New Mexico as “stand-ins” for the burros. But the camels vanished, and the only monument to their memory is a hill that sun and wind have moulded into a camel, half-risen from bent knees.

The life in the pueblos and villages is deep-rooted and slow of movement. It follows the endless rote of the seasons, with gestures unvaried from one generation to the next.

Mañana means more than to-morrow. It is a manner of living. Perhaps the life of the people is dominated by the landscape. It is difficult to make major emotions of minor incidents in the shadow of the Sangre de Cristos—those mountains that turn blood-red in the sunset. It is a little silly to be overly concerned with oneself in the centre of a painted desert that stretches from one end of eternity to the other and seems to have imprisoned a fallen rainbow. To-morrow does not mean a change from yesterday or the day before, but time to do what one put aside to-day when one sat overly long in the sun. One old Mexican has advised his American friend, “It would be well, *mi amigo*, to pass a whole lifetime sitting in the sun. At the end, you will have loved, hated, lived, and died. What else is there?” (Continued on page 102)





1. STERN'S



2. LORD AND TAYLOR



3. MILGRIM



4. MAC WISE

## Settle your suit

1. The full-length coat with a dress—in this case, of gold-coloured Forstmann wool. (Nubby for the coat, light-weight for the dress.) The dress is full-skirted, gathered in back the way so many new dresses are
2. The town-or-country cashmere suit, consisting here of dress and box-jacket. The latter is lined with lively printed rayon challis, bright contrast for natural cashmere. Green felt hat with a pine-branch
3. The plaid-and-plain costume—green-and-black plaid wool dress with a vest-effect black front; a black wool jacket so close-fitting that the costume looks like a dress. Scotch cap of black felt
4. The long-jacket suit, one of the newest autumn contenders in the suit division. This is all of Scotch worsted, the tunic in two shades of blue; blue skirt. Imported from Chester Barrie of London. Felt hat





THERE'S FASCINATION

for men in a woman whose fire and imagination inspire her to charmingly paradoxical gestures—such as the wearing of Chanel Cuir de Russie (Russia Leather) with her most fragile evening clothes. For this famous perfume is spicy, sparkling, and out-doorsy. Wearing it for evening is a new and vital way to be different.



No. 5\*  
Gardenia de Chanel  
Cuir de Russie  
(Russia Leather)

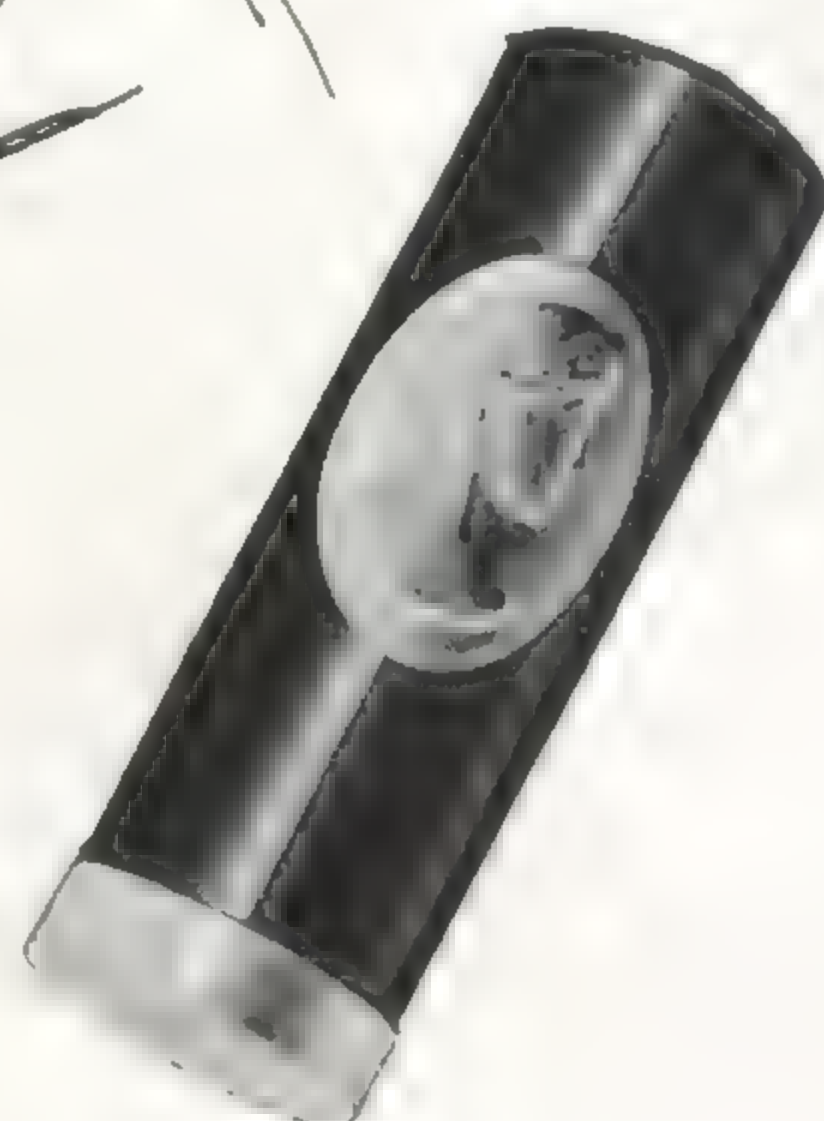


CHANEL  
INC.

\*Reg. U. S. Pat. Off



# From Paris A NEW LIPSTICK THAT ACTUALLY STAYS ON



Imagine a lipstick that actually does stay on, though you eat, swim or smoke! Yet it is neither greasy nor dry on your lips! Such a lipstick was created in Paris and became such a sensation that it is now being made in America for YOU. It is called Don Juan\*—the lipstick that stays on. It is everything you have ever wanted a lipstick to be—smooth, firm, natural looking, constant in color—and it is made of only the purest ingredients. Once you try it, you will never change lipsticks again. Just to make everything perfect, Don Juan comes in twelve delightful shades (including the new rose mauve—E and F) so you are bound to find your favorite among them. You can buy this remarkable lipstick at smart stores and shops in the United States and Canada. \$1.00 in a beautiful black plastic case, set off with a lovely white cameo. Refills, 60c.

## Don Juan

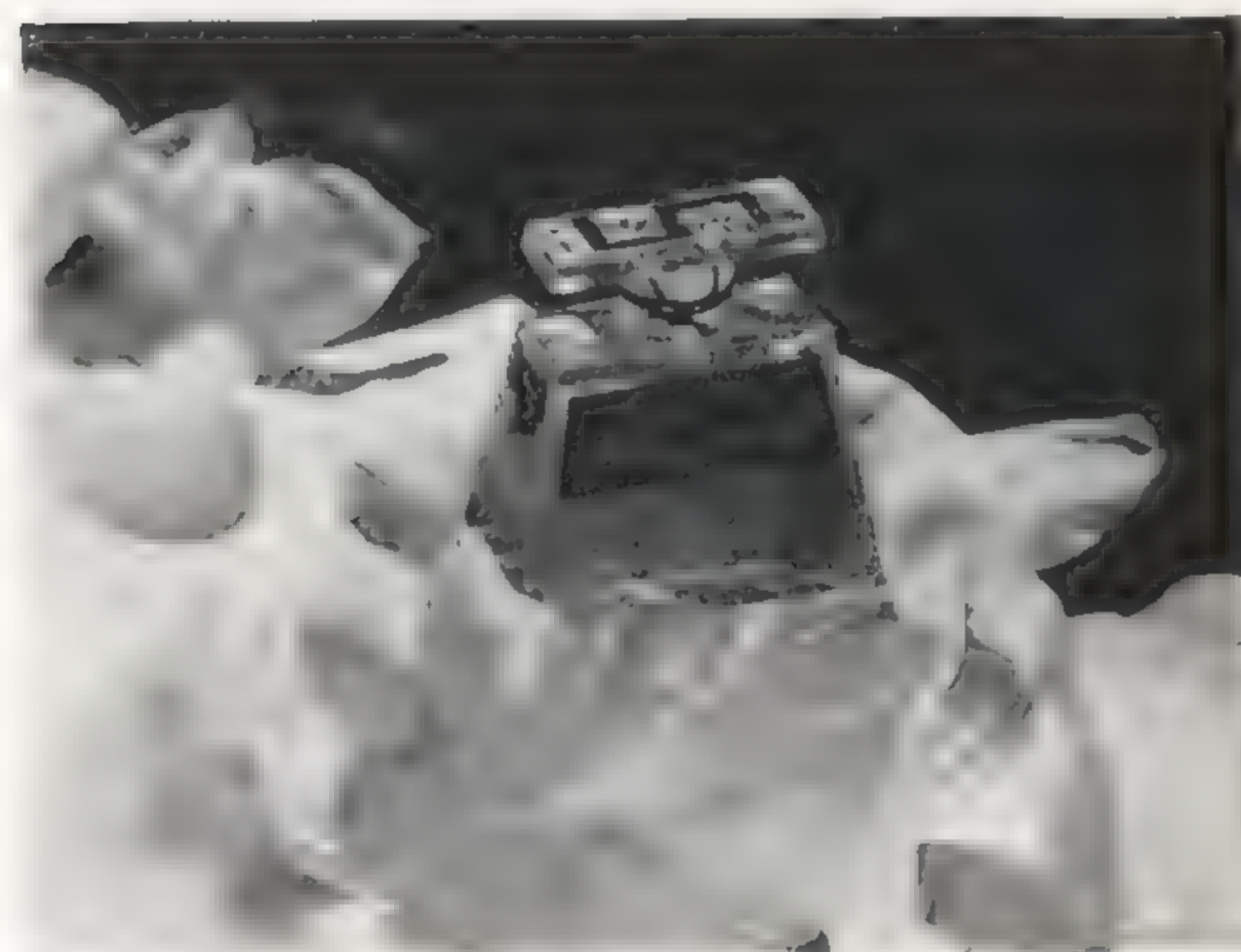
THE LIPSTICK THAT STAYS ON

\*Sold abroad under the name "Guitare"

VALDOR

NEW YORK

## DISCOVERIES IN BEAUTY



BAKER  
Schiaparelli's "Salut", reappears on the perfume horizon, emerging from a plastic blossom that holds the precious burden of spicy flowers firmly in place

NOW is the time for the metamorphosis—the swineherd's daughter into Ice Queen, or, more candidly, the ruddy bucolic into some semblance of a silver sybarite. With the din of a season's activities growing louder every moment comes the urge to discard summer's rowdy cottons in favour of winter's richer, slicker fabrics, to regain your milky skin and cleaner proportions.

If you could keep the glowing tan of midsummer ever with you, well and good, but, with the return to city life, while you may keep the tan, the glow, the life of your tan, the warm undertone, disappears, and yellow becomes your dominant colour. So, you there, with your deep brown skin and sun-bleached hair, you'd better get yourself organized for autumn.

Helena Rubinstein has worked out treatments especially to help you quickly through the jaundiced stage. You may have the treatments luxuriously in the salon, or, if you like, you may treat yourself, equally luxuriously for all we know, in your own room. Start by cleansing with Pasteurized Bleaching Cream. Then, use Skin Clearing Cream and leave it on for ten or fifteen minutes. Then, if you are deeply tanned, try Eau d'Or to battle that muddy look. Follow up with Novena Night Cream. Helena Rubinstein also has a Special Pore Masque, which makes you feel all tightened up and pulled together and speeds up the "lightening." If you'll really be faithful in following a ritual of this kind, you'll find yourself fading fast and bridging the yellow menace in one magnificent leap. As the word comes through of the new autumn colours, one thing is obvious—clear, light skins will be essential. A sandy, taupy skin will never stack up against dark, muted greens or beiges, and the face that emerges from swathings of veiling must be clear.

A huge dark green bottle, looking as if it held some fabulous liqueur, is reason enough for us to Oh and Ah over Maison Jeurelle's new bath essence, Écume de Menthe. The preparation is a delightful, effervescent liquid, planned to soften the water and to soothe the skin. It has, not surprisingly, turned out to be a great success with *both* men and women. Écume de Menthe can be had in a pungent, minty fragrance or a delicate Cologne, and is available in department stores throughout the country.

My goodness, but Schiaparelli does things well! And thoroughly! For some time now, those smart little Shocking-Pink lipstick cases have been gracing the more ascetic hand-bags around town, and the Schiaparelli colours, Shocking, Fragile, Ardent, and so forth, have been dramatizing smart faces. The only hitch was that the lipstick was the beginning and the end of Schiaparelli's *maquillage*, and there was some pretty irritated scurrying around town, trying to find rouges that would blend with Schiap's unusual colours. Now, however, Schiaparelli has done the decent thing and produced rouges, in both cake and paste form, to match every single lipstick. The cases are triangular and blush a Shocking-Pink. (Continued on page 96)





*New!...*  
JUNIOR  
HOSTESS  
SETS

*Lunt  
Sterling*

CORRECT SERVICE FOR A CASUAL FOURSOME

No matter how small the group  
you'll want to serve with STERLING!

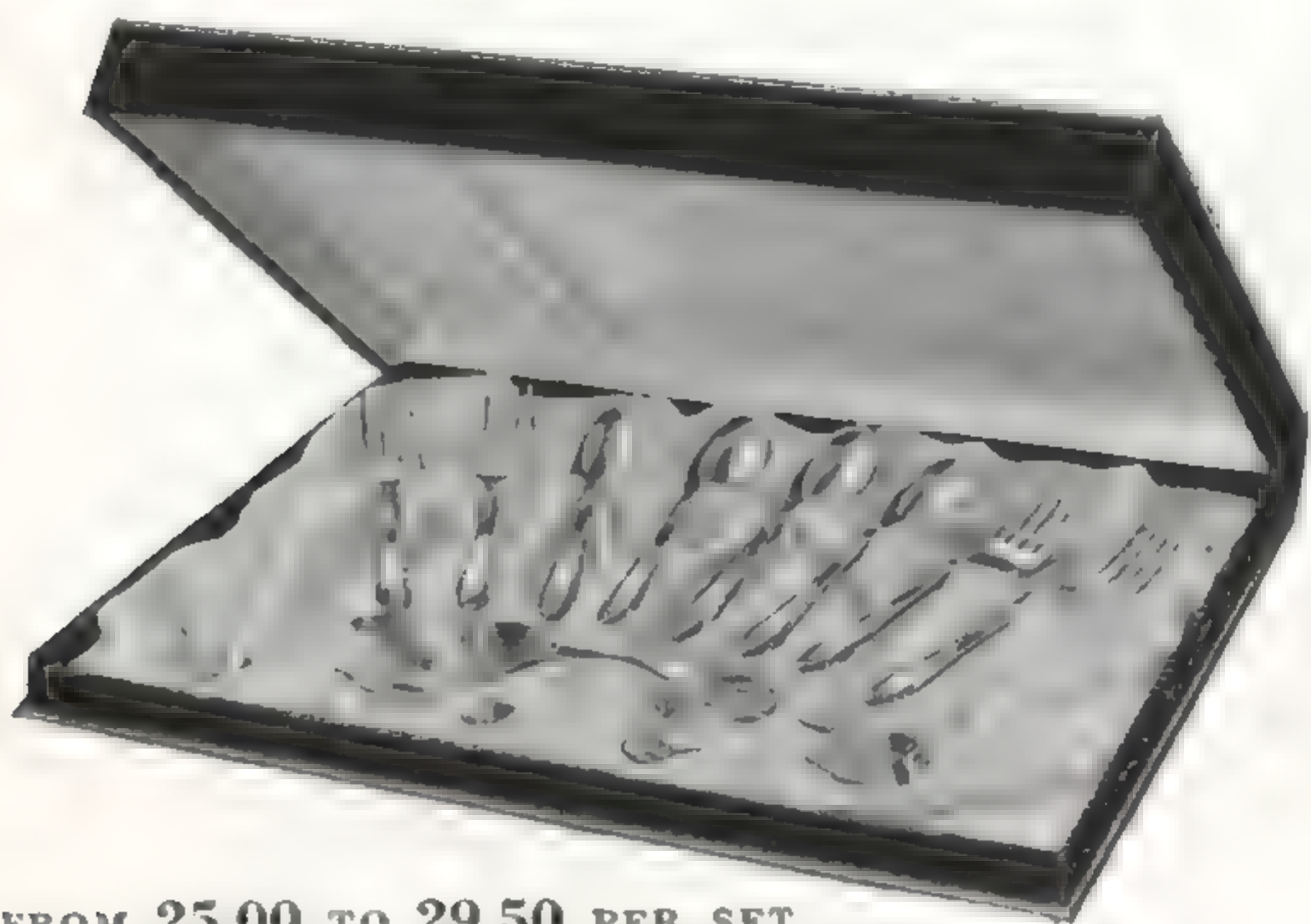
A LUNT JUNIOR HOSTESS SET of finest STERLING is the perfect service for a table of bridge or a "two-couples" evening. Here, in a smart and compact case, is all you will need...four Forks for either salad or cake, four Tea Spoons, a pair of Sugar Tongs, a Cheese Server and an Hors d'oeuvre Fork which can be used just as correctly for lemon.

A new idea? Yes—and one which was created to fill a definite need. Mothers who want their daughters at college to "start their light housekeeping the right way"...

young careerists whose tiny apartments are perfectly appointed...they are the ones who will welcome a JUNIOR HOSTESS SET. And you, fond mothers and friends, will find it an original gift.

And, just in case you're interested in a mere matter of money, this service-for-four in the FESTIVAL pattern costs only \$25. If you don't want to buy it for young Valerie, perhaps you can engender a spirit of thrift by suggesting that she save \$1.75 a week for four months and have the thrill of buying it herself.

For further details about JUNIOR HOSTESS SETS write Lunt Silversmiths, Dept. A-20, Greenfield, Mass., and kindly mention what pattern, or patterns, interest you most.



FROM 25.00 TO 29.50 PER SET  
ACCORDING TO PATTERN SELECTED

LUNT  
*Silversmiths*

Makers of Sterling Silver Tableware Exclusively

A DIRECT HERITAGE OF FINE SILVERSMITHING FOR OVER TWO HUNDRED YEARS





*Be your age  
but look younger!*



**Call in the help of these milk of magnesia creams . . . they're different . . . they act on the excess acid accumulations . . . they help to keep your skin smooth, supple, younger-looking**

"My skin seems so acid—what shall I do for it?" So many perplexed women ask this question as they watch their skin lose its fresh tone, its smooth, soft firmness, and become excessively dry and rough or over-oily and shiny, with enlarged pores or blackheads.

Here's an entirely *different* kind of help! Here's beauty-giving action you've never known before—in these creams which contain Milk of Magnesia!

**What These Milk of Magnesia Creams Do** You know, of course, what Milk of Magnesia does *internally* for excess gastric acidity. In the same way these unique Milk of Magnesia creams act *externally* on the excess acid accumulations on the skin, and help to overcome unsightly faults and to make your skin lovelier, younger-looking.

**PHILLIPS' MILK OF MAGNESIA TEXTURE CREAM.** This remarkable cream not only puts acid-neutralizing Milk of Magnesia

to work on your skin, but it also offers another beautifying ingredient, cholesterol, which softens and smooths skin, giving suppleness, and helping to overcome that dried-up, leathery appearance which afflicts so many skins.

**A Foundation Which Really Prepares the Skin** You've never seen anything like the way Phillips' Texture Cream takes and holds make-up. This is because the Milk of Magnesia *prepares* the skin—smooths away roughness, frees it from oiliness, so that powder and rouge go on evenly without that "put-on" look.

**PHILLIPS' MILK OF MAGNESIA CLEANSING CREAM.** And when you try this different kind of cleansing cream you'll wonder how you ever got along without it! The Milk of Magnesia not only loosens and absorbs the surface dirt, but penetrates the pores, neutralizing the excess fatty acid accumulations and leaving your skin soft, smooth, and *thoroughly* clean!

2 SIZES—30c AND 60c

**PHILLIPS' Milk of Magnesia CREAMS**



TEXTURE CREAM

CLEANSING CREAM

## DISCOVERIES IN BEAUTY



Henriette transplants a giant mushroom onto a new compact and adds a flock of streaming birds to a slender, shiny, black cigarette-case; Saks-Fifth Avenue

(Continued from page 94) Elizabeth Arden's Eye-Beauty Box is in no way concerned with eye adornment. Flat-footedly businesslike, it completely belies its pink-and-blue exterior. The kit contains Ardena Eye Lotion, to cleanse and soothe; a Special Eye-Beauty Cream, to pat on lids and the surrounding area before retiring; Ardena Eyelash Pomade, to add lustre to brows and lashes; a squat little brush for thorough brushing of those same; and a bottle of Crystalline Eye Drops, which make for clear, sparkling orbs. The whole business is fun to experiment with, and the results you get from a few pleasant applications will make you want to carry on.

Making a clean outline with a lipstick, particularly with an old favourite that you have worn down a bit, has always been a slight problem. First came the brush, an idea that most of us filched from photographers' models—but which Cleopatra probably used. Then came the lip pencil, produced by some of the salon houses. And now, as a guarantee of slick outlines, Volupté produces lip stencils, which you see in the photograph below. These are included in the Lip Kit, along with one of Volupté's smooth, fine lipsticks, a make-up brush, and an outliner.

The lip stencils are clenched in your teeth, and, quite simply, you fill in the cut-out. These are really wonderful, particularly if you like to run over your natural lip outlines a bit. The lip stencils are to be had in varying sizes, and you may fit yourself at the counter where you buy them. But, as these are really good enough to be kept a secret, please, no matter how amusing you think it might be, *never* use these stencils in public. Besides, they're rather frightening at first glimpse—witness the fact that we bit our stencil right in two, faced with a mirror for the first time. (You'll find that with your lip outline clearly defined, a slight retouching of your inner lip will be all that is necessary to carry you through a whole evening of eating and drinking.)



Volupté's amusing Lip Kit, an inspired piece of artifice, holds the last word in lip equipment, including the new lip stencils. (There are more details above)





**Down the Ways** slides the huge, gracefully-proportioned, hull. Water-borne, and work starts at once on the *America's* glistening super-structure and interior . . . her completely glass-enclosed promenade . . . mammoth sun decks (for all three classes) . . . streamlined funnels. Next spring the finished product—a completely modern luxury liner.

# "I Christen thee AMERICA"



On Thursday, August 31st, the largest and finest liner ever to be built in the United States will be launched. She will be christened AMERICA. Next spring, she will join the popular MANHATTAN and WASHINGTON in a weekly service to ALL EUROPE.

*And a proud ship she will be — the new America! Not only will she carry on the traditions of gracious hospitality and skillful management which have won so many thousands of friends for her famous sisterships, the Manhattan and Washington, but also she will embody every feature that careful planning and long experience can devise for luxurious ocean travel.*



**Interior Decoration** will follow strikingly simple lines. Soft, neutral colors predominate—creating a restful and subdued background for shipboard activity. Above is shown an artist's sketch of the air conditioned Main Dining Room, while at the left is a sketch of one of the roomy cabin class staterooms, which, like every room on the ship will be thoughtfully arranged and equipped with every modern convenience to provide the utmost in comfort.

The MANHATTAN and WASHINGTON with the *Pres. Harding* and *Pres. Roosevelt* offer regular weekly sailings direct to Ireland, England, France and Germany. Your local TRAVEL AGENT has complete details, and will soon be supplied with special literature featuring the new AMERICA.



## U.S. Lines

ONE BROADWAY, NEW YORK

216 NORTH MICHIGAN AVENUE, CHICAGO; 665 MARKET STREET, SAN FRANCISCO; 19 KING STREET, EAST, TORONTO. OFFICES IN OTHER PRINCIPAL CITIES



**MAKING FASHION HISTORY**



**Poll-Parrot**  
SETS NEW VOGUE  
IN Juvenile Footwear Fashions

REMEMBER, in your pig-tail days, how you longed for fascinating shoes? Then you had to be content with uninteresting oxfords and straps. Today, it's different! Poll-Parrot Shoes are every bit as exciting and distinctive as the flattering beauties you wear and reproduce faithfully the same sophisticated styles... even to smart dressmaker details that are a joy to every feminine heart. Fit your bright-eyed deb-to-be in Poll-Parrot Shoes...and watch the stars in her eyes.

No, we haven't forgotten the young gentlemen. Poll-Parrots for boys are mannish to the nth degree!

Clayton...Laced oxford of black or brown calf. Fayette...Spat effect gored pump in patent or brown calf with suede. Polo...In black or tan for young equestrians. Gilda...black patent or brown calf with Dutch Girl pump effect strap. Monroe...He-man" antitiqued brown with crepe sole. Beatrice...Dutch Girl gored pump, black or brown calf.



**POLL-PARROT SHOES** for BOYS for GIRLS

ROBERTS, JOHNSON & RAND Branch International Shoe Co., ST. LOUIS, MO.

## NEW ACCENTS FOR AUTUMN

NEW autumn accessories look pleasingly dark and town-bred, or contrastingly brilliant, after summer's casual pastels. Whether you're lingering a while longer in the country or returning to town now, you'll want to add some new ones to your wardrobe. Maybe you're planning a costume on a new monotone theme—all-green or all-brown, perhaps. Keep to your theme with dusky-green or ginger-brown accessories. Or mix some brown accessories with a pale grey costume. If you're practising the subtlety of grey and black, here are some sleek black accessories to choose from. And then there's another side to the picture: you may like the way of contrasts. Clash your green accessories with red suits or dresses. Wear flamboyant red as a staccato accent for black, or try the sharp exclamation-point of longish brown or black gloves against red, against green, or against one of the new baby-coat colours—pale pink, pale blue.



### FOR TOWN OR COUNTRY:

1. Forest-green calf hand-bag, with new Lustra metal frame, also green. Saks-Fifth Avenue
2. Bracelet of shiny hazelnuts, gold metal leaves. Peck and Peck
3. Cypress-green doeskin slip-on gloves by Superb, in classic four-button length. Lord and Taylor
4. Ginger-coloured pigskin cigarette-case, in a new shape—very long and narrow. Mark Cross

### FOR CASUAL TWEEDS:

5. Natural-coloured cowhide hand-bag such as your best tweeds might cry for. It's lined in leather, too. Lord and Taylor
6. Ginger pigskin glove, whipstitched in black and knotted at the wrist. By Superb. Stern
7. Brogue of ginger calf, with a fringed tongue. It's heavily soled like a man's shoe. A Vitality Shoe from Saks-Thirty-Fourth Street

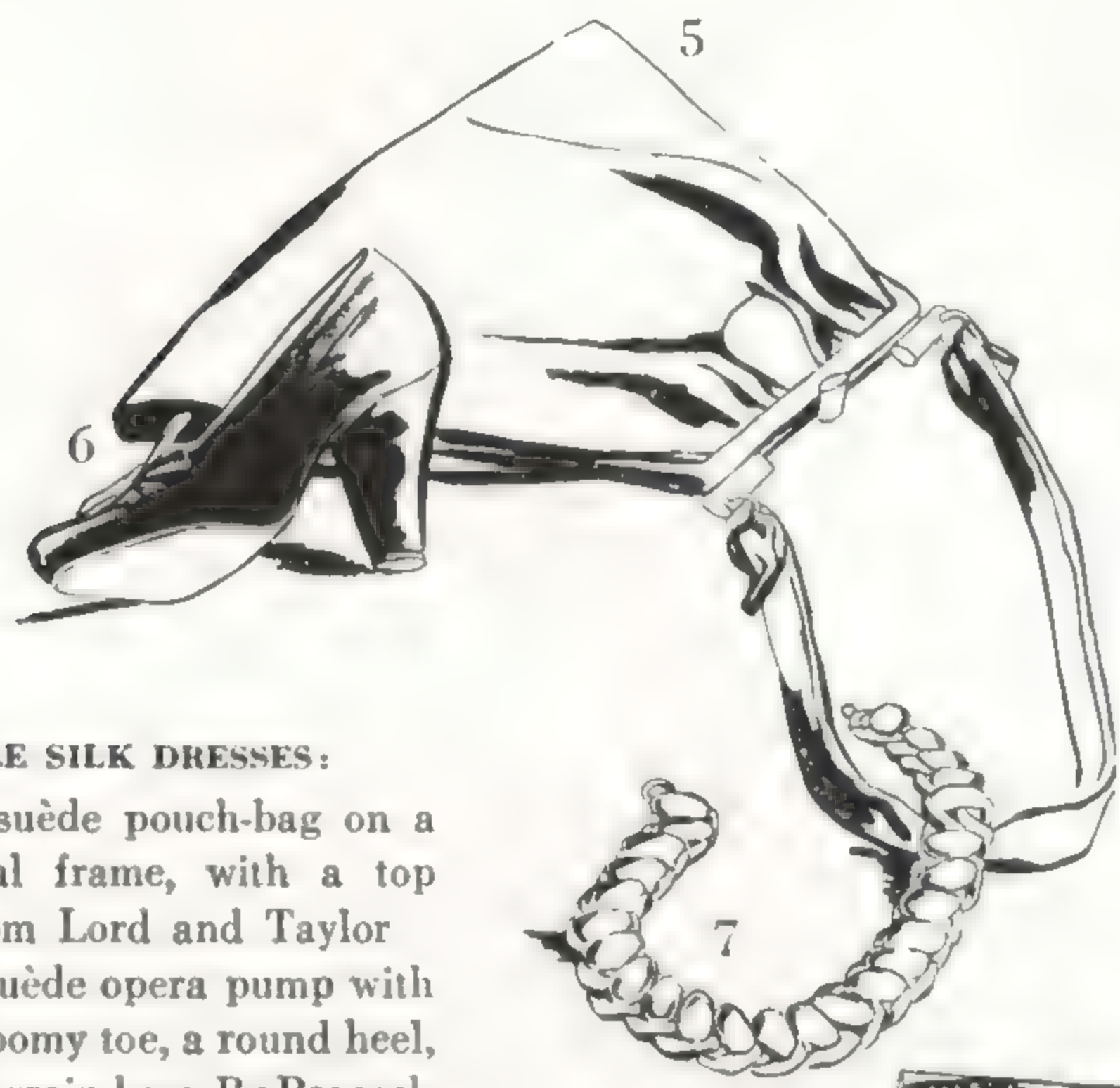






FOR SUITS:

1. Necklace of dark green and wine-brown disks clustered on a gold metal chain. From Best
2. Wine-brown, stitched calf belt with self-covered buckle. By Criterion. From Franklin Simon
3. Green glacé kid glove, brown suède fourchettes. Merry Hull design; made by Aris. Stern
4. Dark brown Oxford of rugged reversed calf. J. and J. Slater



FOR LITTLE SILK DRESSES:

5. Black suède pouch-bag on a gold metal frame, with a top strap. From Lord and Taylor
6. Black suède opera pump with the new roomy toe, a round heel, and a grosgrain bow. By Peacock
7. Gold metal necklace with links like scarabs. Lord and Taylor
8. For a college girl—a compact of gold metal enamelled with college pennants. Altman



FOR LITTLE WOOL DRESSES:

9. Red-and-white awning-striped handkerchief. At Wanamaker
10. Black suède shoe with British Walker's new Synchro-Flex construction. Lord and Taylor
11. Paprika-red calf belt, its front motif like the Greek key-pattern. By Criterion. At Best
12. Paprika-red composition necklace linked like chain-mail, but much lighter in weight. At Best

# BELLIN'S WONDERSTOEN

Dry-Method

## The Magic Hair Eraser



For over 30 years smart women everywhere have been using Bellin's WONDERSTOEN Dry-Method to erase unsightly hair because they know this magic rose-tinted disc is safe . . . odorless . . . easy to use. Convince yourself it is the hair remover you have always longed for. Try it to-day. Merely rotate WONDERSTOEN on arms, legs or face and presto! Unwanted hair is instantly erased. No mess, bother or waiting. No heating, mixing or pulling. Carry it in your purse . . . use it anywhere without fear of offending. WONDERSTOEN does not contain any harmful chemicals. Physicians recommend it . . . Parents' Magazine approves it. WONDERSTOEN lasts many months . . . costs a trifle per application.

WONDERSTOEN de Luxe size for arms and legs, \$3.00  
WONDERSTOEN Facial size for chin, cheeks, lip, \$1.25  
On Sale at Drug and Department Stores  
BELLIN'S WONDERSTOEN COMPANY  
1140 Broadway, New York City  
Write for fascinating booklet "V"





# Relax in Beauty



## PRACTICAL ROBES OF LORRAINE "DOVELORA" Lightweight All-Worsted Flannel

Indispensable to your comfort...luxurious soft flannel robes that so happily combine warmth without weight...glamour with wearability! Zipper or wrap-around styles, cut long and full, just the way you like them! Ask for "Dovelora" robes by name. "Dovelora" robes available in a gorgeous array of unusually attractive colors. Sizes 12 to 20. About \$6.50.

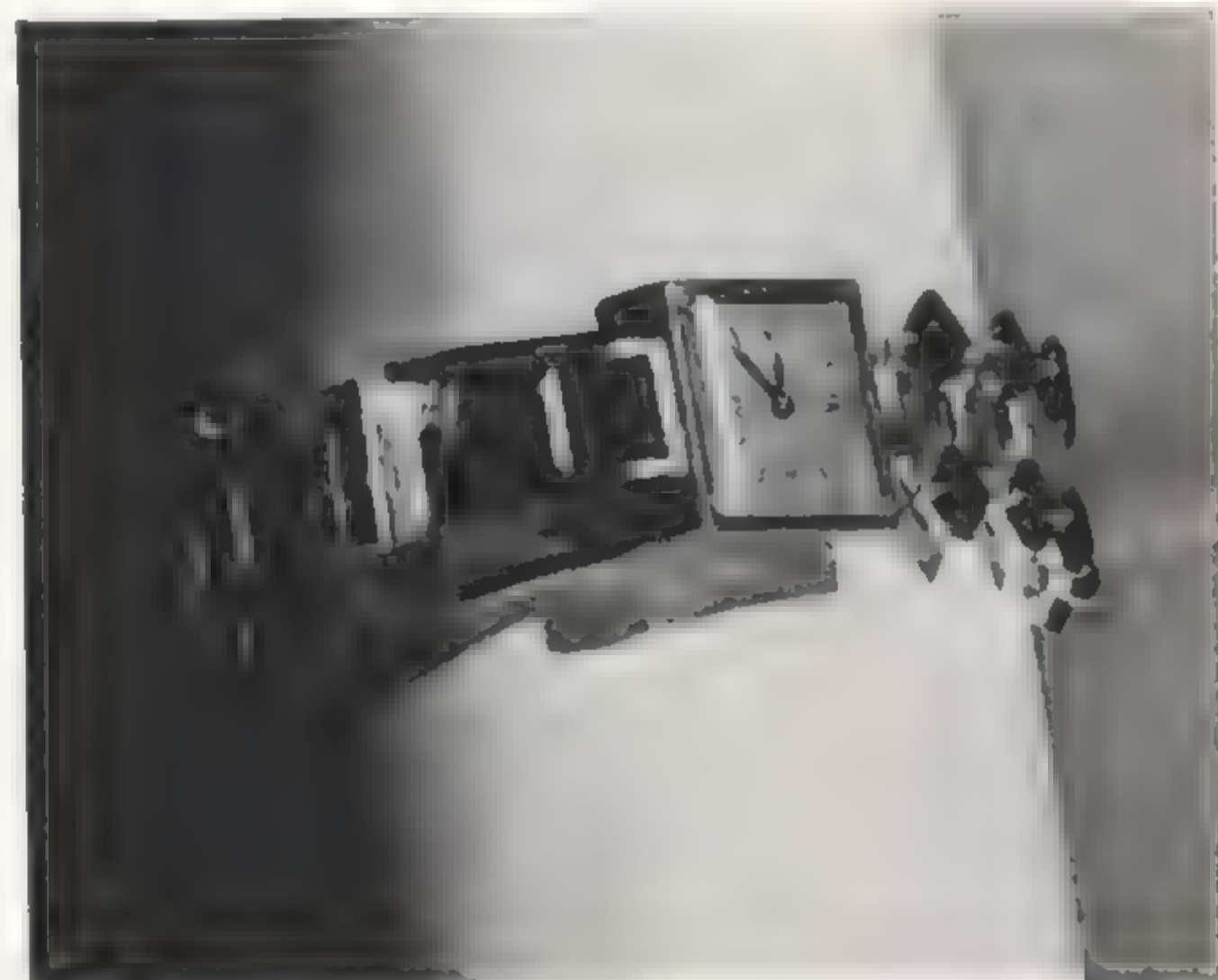
*Styled and manufactured by Barbro*

If unable to locate "Dovelora" robes write for store nearest you...Barbro Co., Inc., 33 East 33rd Street, New York

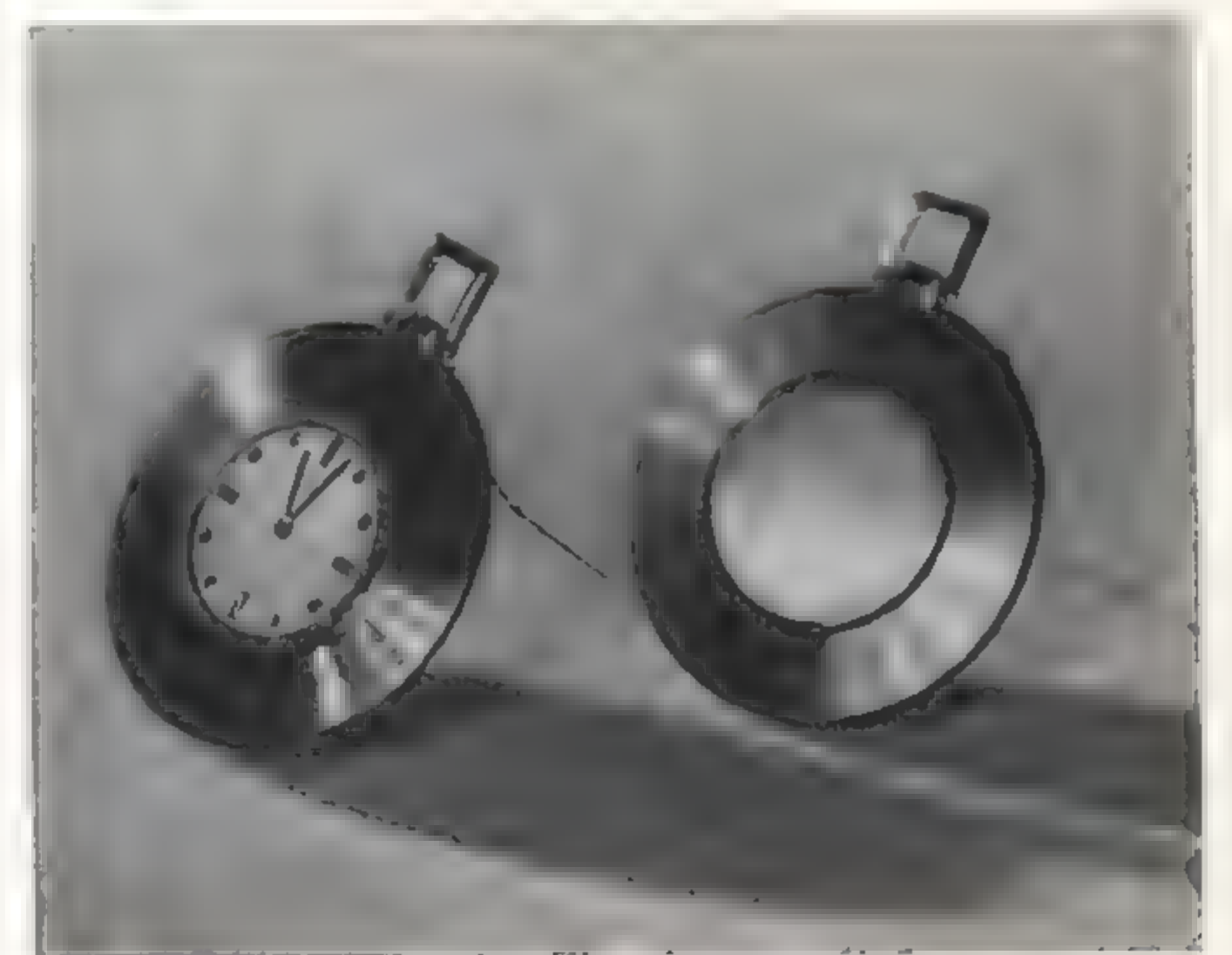
## NEW WATCHES FROM PARIS



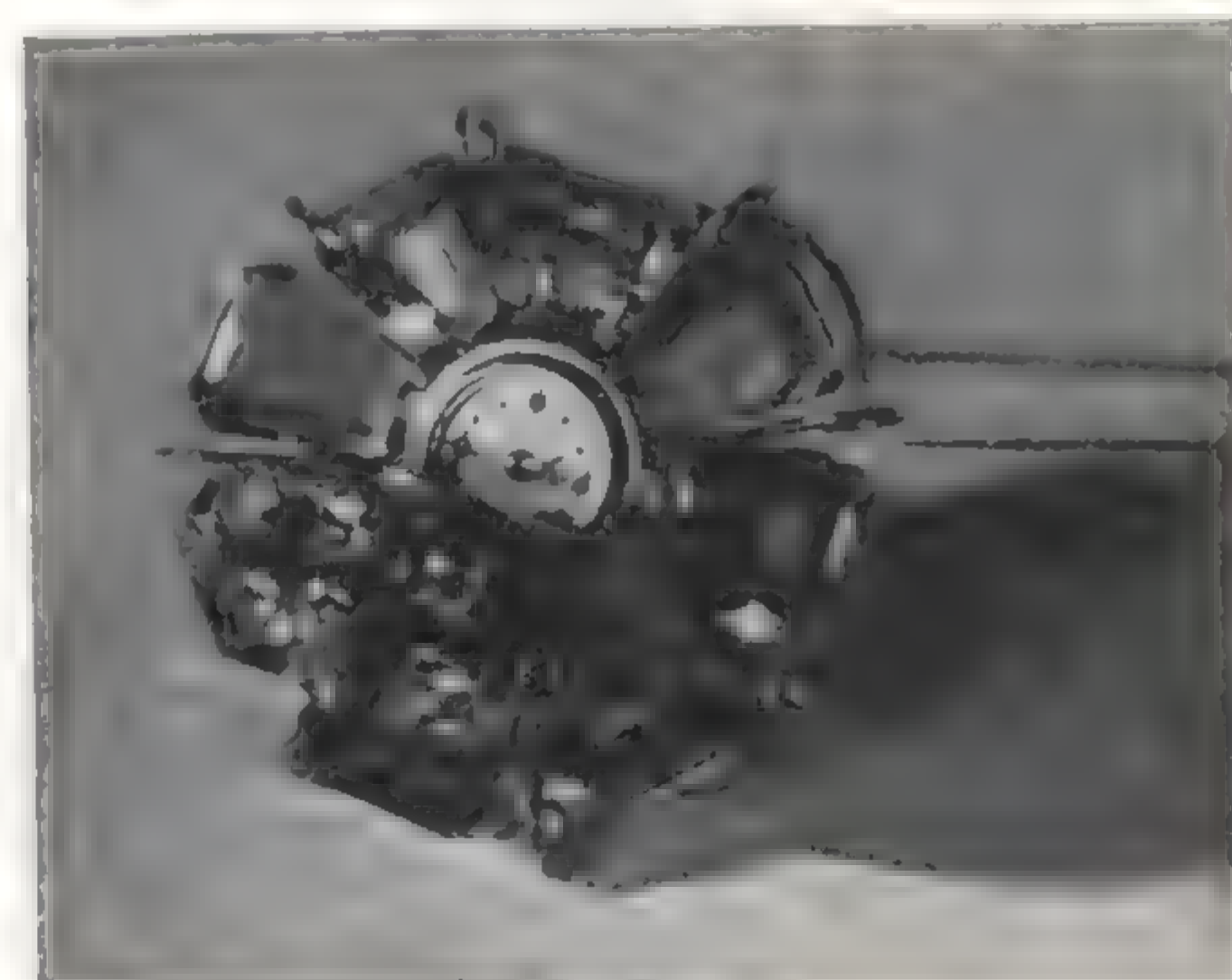
You may see these watches, designed by George Meyer, maker of the Uti watch, at the French Pavilion at the World's Fair. This one is set in a scrolled, gold album, between pictures of King George and Queen Elizabeth. From Saks-Fifth Avenue



You certainly won't forget to look at the time when it's told by a watch that's set on a dark topaz chain-bracelet. This one is of gold, and so is the buckle that holds an enormous topaz solitaire. Notice how easy it is to read the face



This, ladies, is an evening watch for a man—but we think you should pilfer it to tuck into your own hand-bag. Since it has no crystal, you needn't worry about breakage. The watch (its face, too) is of gold. You'll find it at Saks-Fifth Avenue



If you want to keep time out of mind, choose a watch like this, cleverly disguised as a flower clip. Gold petals surround a diamond centre, which you lift up to look at one of the tiniest watches imaginable. Saks-Fifth Avenue has this, too



## THE OBEDIENT DOG

(Continued from page 33) In training, not a few people make the mistake of simply calling out commands and expecting the dog to do the rest of the work. This procedure is proper in the Obedience Test Trials, but to do this constantly during training is apt to make the best-working dog bored with it all. Every dog who has reached a suitable age for training knows his name. When you speak a command, always precede it with your dog's name. Thus you obtain his attention, and he is ready for the command.

Hands should be used only as a means of praise, never punishment, as they are the delicate link between the dog and his master, developed through feeding, care, and affection. Throughout the course of training, try to keep your eyes on the dog's eyes as much as possible, in order that you may hold his attention. A dog can tell by your eyes whether you are in a jovial frame of mind or in an upset, irritated mood.

In the early stages of Obedience Training, most dogs will show that they resent the training; therefore, they will put on an *act*, so to speak, in order to avoid working, particularly those dogs that have previously been spoiled. Don't let your dog fool you; he is merely being stubborn to find out just how much he can get away with while you are trying to school him. In cases such as this, you must be persevering. Don't give in to him, or you will let him know that he has outwitted you, and, from then on,

your training will be more difficult and require more time. As soon as you have broken down his resistance, you will find the training easier. Through your persistence, you have gained respect for your wishes.

Another angle to consider in the training of the dog is his health. A dog should be in the best of health when he is being trained. I recall the case of a dog that was coming along well in his training; then gradually he went sour in all his work. The owner came to the erroneous conclusion that the dog didn't want to work. Upon my suggestion, he had the dog examined by a veterinarian, and the diagnosis was a heavy worm infestation. After some weeks of treatment, the dog came back to his work with restored eagerness. However, if you know definitely that your dog is in good health, but that he is not responding as he should, then you had better look into your technique of schooling.

Training must be undertaken at regular intervals. Plan on training your dog every day, if only for a few minutes. To train on Monday and then forget about it until Friday is wrong. I train the dogs every day for about one-half hour, both in the morning and the evening. The training is done indoors as well as outdoors, and in different surroundings, in order to make the dog more adaptable in his work.

In training, let your bywords be "Patience and Perseverance."

EDNA H. TRIPP

### *Fur Knit* CO-ED TOPPERS

Here are the campus and casual-wear Toppers of today and tomorrow. Luxuriously light, are these furry knit brushed mohair coats. Fully lined with Crown Tested Twillglow. Fleecy, fluffy, incomparably smart and essential in a school wardrobe.




**Above,** Shirred back jacket. Four hand-sewed patch pockets. Leather buttons.

**At Right,** Three-quarter length Swagger Topper. Two Patch pockets.

In these luscious, new Fall colors:— Port Brown, Cruise Blue, Mossleaf Green, Fawn, Tuscan Grape, Black, Lovebird Blue.

Breathes there a man with soul so dead he's never turned his head and said, "Hi! Not Bad!"

**MIDWEST KNIT GOODS CO., CHICAGO**



## MOSAIC

Clips to match \$1. a pair

*a Criterion\* Original*

*your belt for September and CLIPS to match*

Suede belt, grosgrain ribbon lined, in all new Fall colors, with mosaic-inspired gold inlay buckle, about 1.50. Matching clips, about 1.00 a pair (slightly higher in Canada). At all foremost stores.

**SLOTE & KLEIN, Inc. • NEW YORK**  
world's premier maker of quality belts for women

\*Reg. U. S. Pat. Off.      Copr. 1939. Srote & Klein, Inc.



# SAVING TIME

*Favorite of the month*



DESIGN PATENTED

Even classic simplicity is touched with softness . . . Parasol pleats and a deftly looped and twisted strap work magic with this bag of fine calf or suede. At your favorite store in new Fall colors.

**\$5**

SLIGHTLY HIGHER WEST OF THE ROCKIES

**Goldsmith BROTHERS**  
NEW YORK  
CHICAGO • LOS ANGELES • PARIS • LONDON

## NEW MEXICO

(Continued from page 91) Tradition is preserved in a more concrete way in the ageless cliff-dwellings. There, the pathos of living that carried with it the terror of darkness, the struggle of little men against the terrible gods of storm and disaster, the depths of human passions more destructive than the unknown, are reconstructed. The skeleton of a maiden with an arrow through her heart, the skull of a man with a scar that meant death, a child's toy rudely formed, lay the past open to the eyes of those who wish to see. "Not for to-day," the mute evidence whispers, "but for all time—the arrow in the heart, the violence of death, the child's toy."

Outside the cliff-dwellings and ruins of Frijoles and Pecos, the stream cascades to the flat, slow-moving river. An Indian deftly flips a trout onto the banks. The Indian was there when the Spaniard came, the Conquistador who was a golden god on a black horse. In the pueblo, built like a modern apartment-house, tier on tier, were the Indian's wife and children. His fields were green. His gods lived in the trees and the wind and the lightning. The golden god made him a slave, took his daughter to wife, wrote words on Inscription Rock, which meant the land was the Spaniard's now. Strange justice was meted out, but the integrity of the Indian survived in hidden places, driven deep into his soul. He has kept that integrity so that now he dances for the white man with dignity. For the Conquistador has given up his land to the American.

But no matter who wrote on the land, it did not change. The seasons passed, the essential life of New Mexico was untouched. It has not been disturbed by the little colonies of artists and writers who have come there in our time.

They came for a day and stayed for a lifetime, creating their masterpieces. They drew solace for the bruises from an unappreciative world in the ever-changing, changeless scene. Great names were written—John Sloan who still comes to paint, Robert Henri and D. H. Lawrence—others to be heard from to-morrow. Overhead, Cassiopeia, rocking back and forth in her chair, wonders at mortals who shoot their arrows at the stars; wonders that, when the quiver is empty, they fashion more arrows. These are gentler conquerors of New Mexico than those who went before. Shedding their own hearts' blood instead of hurting others, shattering no dreams, drawing the power of sun and the quiet of the land into themselves. And there were some who came, rich, restless, building great houses to look like Spanish haciendas or Indian pueblos.

When the next conquest of New Mexico comes with fanfare and trumpets, they—the artist and the writer and the stranger in the house—will have left no more than the cliff-dwellers—no more than a record of living. New Mexico will not be changed. She will be waiting with the placid poise of a woman who has grown old with grace, but grown old so long ago that she has forgotten she was ever young.

## DESIGNS FOR DRESSMAKING



These are the back views of the Vogue Dressmaking Designs shown in more detail on pages 86 and 87—new suits for almost every hour of the day and night. They are designed for sizes: 7246, 8420, and S-4162, in 12 to 20, 30 to 40; 8479 and S-4163, in 12 to 20, 30 to 38; 8478, in 12 to 20, 30 to 42; 8475, in 14 to 20, 32 to 42

VOGUE PATTERNS MAY BE PURCHASED IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 110.



## HERE AND NOW—IN AMERICA

(Continued from page 69) For day, handbags of duvetine to match your suit. Gloves of the same fabric as your suit.

This then is the gist of autumn clothes—American plan. Now, let's be more specific.

**Your dress.** Let it be one of the new necklace dresses shown on pages 74 and 75. Black or taupe crêpe or jersey with drapery on the hips or in back. A black jersey dress with a complete façade of red and green jersey. When the temperature drops, get into wool. Some colour suggestions: Slate-blue wool, or the blue called "Wild Duck"—these blues are superb under beaver or mink coats. A fire-red wool dress with a fox hat and muff. A biscuit, caramel, or tortoise wool dress—wonderful shades with brown furs. A grey jersey dress—the foggy, cloudy greys are everywhere.

**Your suit.** Please yourself about the length of the jacket. Let it be long, right down over your hips. Short—a bolero or lumber-jacket. Medium. Very new is the jacket with an impudent, flaring peplum pointed in front. All four types are aligned on pages 72 and 73. Two have full skirts. Two have slim ones. Take your choice. One has "back interest." One has a separate fur scarf that can be switched to dresses. All four are, technically, not suits, but dresses plus jackets. Some colour suggestions: A taupe suit with revers of taupe velvet. A flame-red jersey suit with a brown blouse. A Kelly-green jersey suit. A grey duvetine jacket trimmed with Persian lamb, worn with a black skirt and a grey

blouse with black dots the size of dollars.

**Your town coat.** Investigate the new stole coats. Several skins of marten or mink streaking down your coat façade. Look for smooth fabrics—like duvetine. Please yourself about the silhouette—slender or flaring lines. Belt or no belt. Opulently befurred or unfurred. Four superb candidates are on pages 70 and 71. And consider these suggestions: A taupe coat with taupe-dyed Persian lamb circling the neck, parading down the front, and twisting into pockets. A boxy, unbelted greatcoat in a wonderful shade of brown called English walnut. A thunderous grey coat with a nutria Ascot and hat.

**Your evening clothes.** Go to dinner in a slinky black crêpe dress—long sleeves and a bustle—plus a towering hat of ostrich. Take that Revolutionary jacket of Hessian-red wool on page 69, and you'll wear it over dinner and full dress clothes. Try a pencil-slim dress surmounted by a faille peplum tunic. Go to a big party in an aurora-pink satin dress—a bustle behind—made worldly with long black gloves and a black velvet neck-band swinging bejewelled pendants. Or an Oriental draped skirt topped with a bejewelled bolero. Or a long-sleeved, high-necked dress of liquid gold—a fluted column of gold. Or a long-sleeved dress of rose silk jersey, folds of back drapery caught by a festoon of turquoises. Go, if you're a romanticist, in the crinoline type: a pale blue velvet, white damask, forest-green slipper satin—perhaps with hips padded.

## Sweet on Suede

• Little Bow Pump with old-time "sweet" prettiness. Tiny lacquered loops to go with the bustle bows and shiny ribbons of your dress. Black plush suede. The REGINA. Walk-Over fashions \$6.50 up. Slightly higher West. Geo. E. Keith Company, Brockton, Mass.



## Walk-Over



# Chester Barrie

LOOMED & TAILORED IN GREAT BRITAIN

In the British tradition — A tri-color harmony of soft tweed. Brown, beige and blue; green, rust and grey. At better shops everywhere.

200 5th AVE., NEW YORK • 1 GOLDEN SQ., LONDON • 156 YONGE ST., TORONTO • 328 FLINDER ST., MELBOURNE





## "Lacing"...the NEW-OLD Way to Beauty

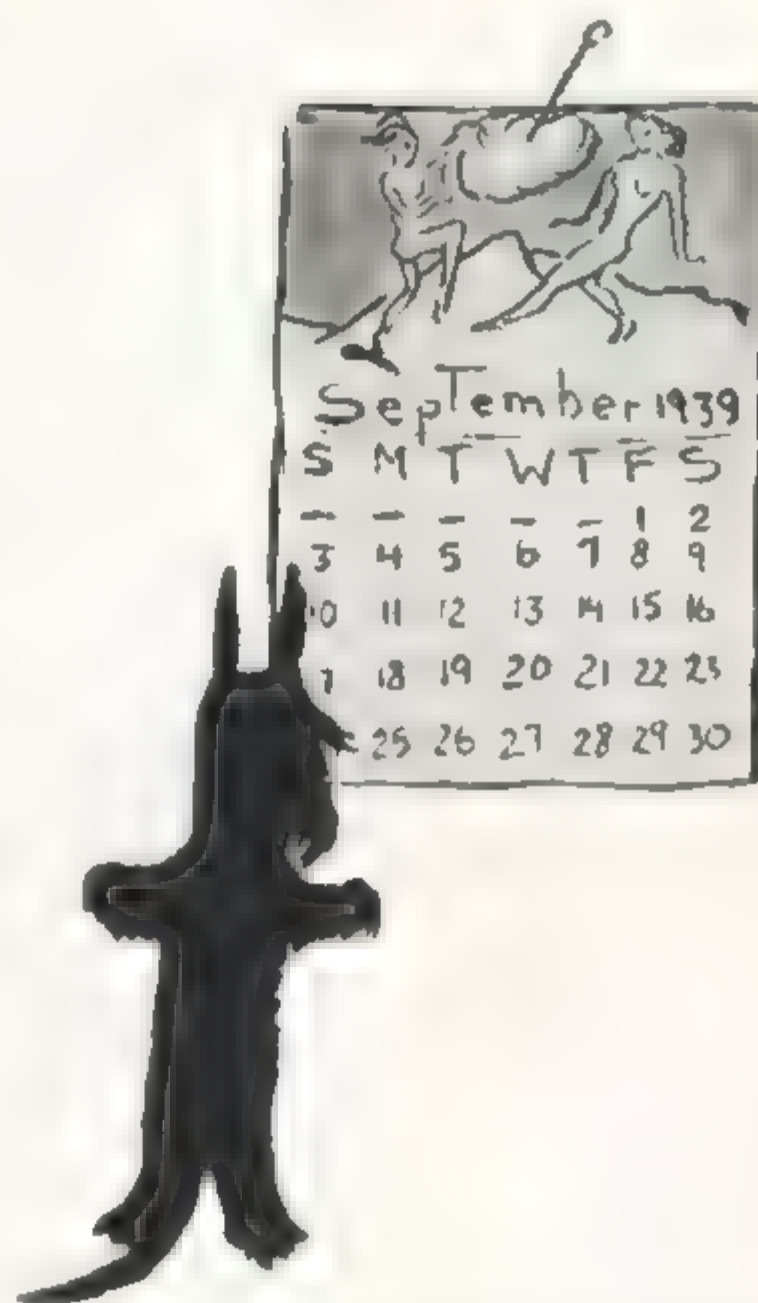
Miniature waists are the fashion news! You can actually lace your waistline "in" two or three inches with GOSSARD'S new front-lacing corset. This slide fastener, high-topped, flat lacing corset is of fine batiste. Model 4835.

*The GOSSARD  
Line of Beauty*

THE H. W. GOSSARD CO.  
Chicago • New York • San Francisco • Dallas  
Atlanta • Toronto • Melbourne • Buenos Aires

*Costume from  
Ernest Newman,  
Inc.*

## THIRTY DAYS HAS SHOP-HOUND



WE know that an antique doll is not the most pressing need on your shopping list. However, do go to see the collection of them at Israel Sack, 61 East Fifty-Seventh Street. These little people were young in the late eighteenth and early nineteenth centuries, and have preserved their charm and their charming clothes remarkably well. One fascinating "mannequin" doll has blue eyes, a bisque body, and very fashionable arms and legs of kid. Her

companion-piece wears a dashing cutaway coat. Prices for the single dolls start at approximately \$15 and go to the \$75 class. The minute that somebody leaves us a legacy of \$85 or so, we are going to hop up to Sack's and buy his Old Woman Who Lives in a Shoe, before any one else gets her. She is surrounded by so many assorted small wooden children she doesn't know what to do, and the shoe she lives in is of black velvet. All are set under a glass bell. Don't blame us if the collection shrinks.

This full-swinging, hip-length jacket (sketched at the right) is made of sheared beaver—many more pelts of them than are used in most jackets. The skins are beautifully shaded and soft. We like the practically collarless neck-line, with just a bit of stand-up in the back, and the broad shoulders, stitched with V-shaped epaulets. In fact, we like the whole thing; it's so useful with either dressed-up or casual clothes. Stein and Blaine sells it for around \$475, at 13 West Fifty-Seventh Street. If you haven't that much money to spend, but want a little beaver around your home, invest a little more than half that amount for a bolero of it; same address.



In between the frankly splashy junk jewellery and very expensive stones, there is a great gap, which Ciro of Bond Street is filling very attractively with their perfectly matched white "Light of Asia" zircons. These stones have the dignity of being real, and are respectfully treated by Ciro as such. They are cut and set like diamonds, usually set in silver rhodium. Some of the pieces are sprinkled with pseudo sapphires, emeralds, and rubies, also cut very seriously and elegantly. Re price; a big, double pin-clip costs about \$75. This house prides itself (rightly) on copying your heirlooms or making mates for clips, earrings, et cetera. 711 Fifth Avenue.



Rose Sapphire, the turban queen, has stopped draping for long enough to turn out this completely charming little postilion hat. Though it's small, it has quite a substantial appearance, due to its thick, three-dimensional brim. It's made of a wonderful velvet, beige in some lights, mousy-grey in others, and is banded with cinnamon gros-grain ribbon, which turns into streamers. You might try it with the beaver jacket above. Lay out about \$25 for it, at 501 Madison Avenue. (Continued on page 106)



## AMERICA ON THE MOVE

THE annual American hejira approaches: Mohammed's flight to Mecca made history in 622, and even in Grandma's time moving-day was an event, but to-day it causes only a slight ripple in our daily lives. This generation is inured to a life that may include a new town house in May, a country house in June, a return to the city in September or October, January in the South, and back to town again in April or May. Europeans are sometimes aghast at our restlessness, and secretly believe we're slightly abnormal. We prefer to think it's our pioneer spirit... anyway, we like it.

As a bride of less than a year, I was confronted by the moving problem. I would gladly have traded one math and several Latin courses for a single helpful lecture explaining the process. Some enterprising college should offer a course entitled "The Social, Physical, and Psychological Aspects of Ephemeral Migrations."

Since then we have done the moving act so frequently that we've learned to accomplish it efficiently and have made it fun. Moving is like golf—you can have Ralph Guldahl play a game and turn in a perfect score, and you can have a moving company take over your pilgrimage while you go away for a rest. Both are successful, but no fun for you.

Moving can be a game with basic rules varied by each individual family, by time and distances. Let me offer a few suggestions to guide the novice.

### RULES OF THE GAME

Label each piece as you pack it, and write a list of the contents in large letters on the outside of each box or barrel. Various coloured baggage labels will indicate to the movers in what room each piece goes, and you can tell the approximate contents later without having to peer at the label.

Keep a copy of the list in your note-book—don't trust to your memory, which may serve admirably in a contract tournament, but not so well when you move. If you have once put your can-opener in that little square brown box and later searched for it in a sea of fifty identical little brown boxes, you'll appreciate the list-and-label system. Be able to locate your husband's dress-shirt studs within a minute, because unexpected important dinners invariably occur at moving-time.

Try to get started as early in the month as possible. Moving rates generally rise the last three days of the month in April and September. Long-distance rates are not affected by the date chosen, and mileage rates are considerably lower than city rates. Although every company carries insurance, they are legally responsible for only a certain number of articles. All companies will rent you barrels and boxes, and some have special, partitioned boxes for every piece of glass and china.

These things you must have: quantities of boxes and barrels, rented, bought, or begged from a friendly grocer. (Get twice as many as you think you'll need.) Newspapers and wrapping-paper. Assorted paper bags. String, cord, rope. Rubber bands and clips. Absorbent cotton for delicate pieces of bric-à-brac. Scissors. Gummed paper,

paste, coloured labels. Two note-books. Pencils, ruler, tape-measure.

Make out in a large note-book, with the household inventory, a systematic list of things to do and the time when they should be started and completed. Try to assign every possible task to your helpers, so that you are left free for the details that you alone can handle.

You can improve your score by including: Glue, thumb-tacks, assorted nails and screws, a hammer, a screw-driver, and a bit of soap to make the screws glide smoothly into place. Picture wire. Extra scissors. Heavy blue and red crayons or pencils. Knives. An extra package of pencils. Telephone and address-book (you will call several times to find out why your armchairs weren't delivered; if you are worldly-wise it will not perturb you to know that the upholsterer has called a strike; you surmised that something would occur and decided not to miss them for another week).

### STEPS IN TIME

Do these things now, several weeks before you plan to leave. Take your note-books and go through your rooms as if you were a stranger getting a first impression of your home. Note down any changes that might improve your interior decoration.

This is the time to do away with Great-aunt Amanda's atrocious gift vase, the one that clashes with everything. You can explain to her how very sorry you are that it happened, but don't overdo the tearful recital. If your grief is too poignant, she may replace it with something worse.

List every article that can be repaired, refinished, or cleaned, and have these taken care of and delivered to your new home. Examine your largest pieces of furniture, and scheme to get them out of the way. Send your heavy chairs and davenport to be re-upholstered, or have new slip-covers made for them. Transform your dark piano into a dull antique white one. Send the Venetian blinds out to be refinished. Keep on, and you'll benefit three ways—fewer packing problems, fewer moving problems, and the excitement of a new colour scheme.

Call your agent and see if he can give you a floor plan, or tour your new apartment leisurely with the janitor. If it is occupied, notice where the present incumbent has placed her largest pieces of furniture, and benefit by these arrangements if you can. For, like any healthy, normal woman, she has probably succumbed to the urge to have these pieces rearranged in various positions during her days there, finally arriving at the logical solution.

And measure, measure, measure! Write it all down in your second note-book, not on the back of an envelope. It's shocking how that grand space between the windows dwindles when you try to push the davenport into it. Moving heavy pieces on paper is much simpler than arranging them with barrels and boxes in your path.

Arrange your gas, light, and telephone service to start a week ahead, if possible. See that newspaper and milk delivery will begin promptly. Have your rugs and rug pads sent out to be cleaned, to be re- (Continued on page 107)

## SMART NEW FALL Tarsal Treds



Suedes, calfskins, patents and kids — in authentic blacks and browns, all deftly interpreted in the new Tarsal Treds —

Golda — suede beauty in frame. Next Hobo, suede with handmade bows, and Trixie, with triple-bows of calfskin on ventilated suede. Then, Gorjus, illusion of slimness in kid or suede — and Suzette, graceful expression in suede with patent lattice front.

**\$5 and \$5.50**

Slightly Higher in the West

But five of the many cleverly conceived new Tarsal Treds for fall ensembles. Exclusive creations designed outwardly for superb style in fashion-right materials and colors, moulded inwardly for matchless comfort — and custom-fitted to your individual liking. Thru our complete in-stock service, your

Tarsal Tred dealer offers a full selection for your happy choice. Write, too, for new Autumn Style Portfolio.

THE H. C. GODMAN COMPANY  
Columbus, Ohio



MILLIONS OF FEET SAY "THANK YOU"





**FOR THAT HOURGLASS SILHOUETTE**

*Fashion goes feminine with the liveliness of lace, the swirl of sweeping skirts, the suggestion of bustles and the dwindling of waists. As the Empire period returns to fashion, Smoothie Empreccette makes its bow, a new Foundation Garment created especially for the current vogue... and you.*

AT THE BETTER STORES

*Smoothie* EMPRECCETTE

FASHION'S FOUNDATION FOR 1940

THE STROUSE, ADLER CO., NEW HAVEN, CONNECTICUT

*Natural Bridge Shoes*

**The SONITA**  
In dull black kid, black gabardine, black or brown suede

**The Natural Bridge of Virginia,**  
example of Natural Arch support

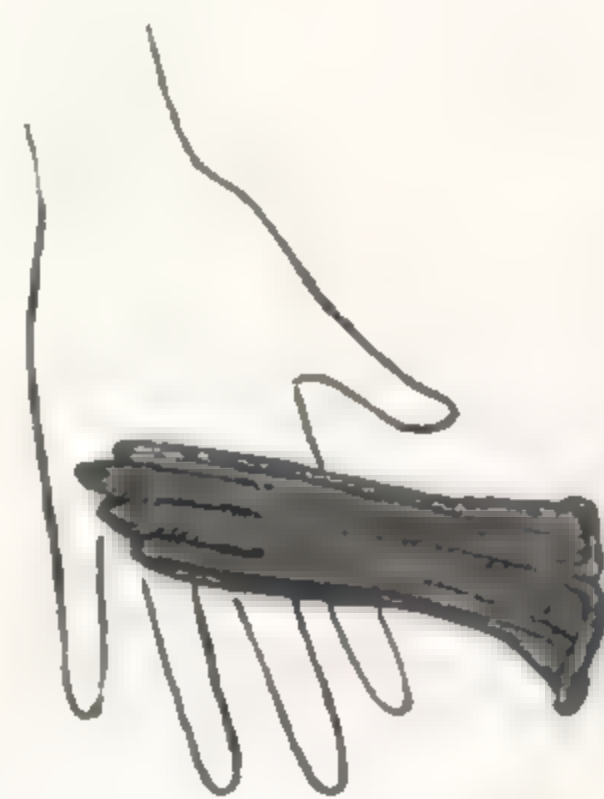
Smart footwear, so cleverly fashioned they conceal the special *Natural* comfort features which make those thousands of daily steps delightful! Write for name of nearest dealer.

**\$5.00 to \$6.00**

Hidden cushions and Natural Arch make walking delightful

Natural Bridge Shoemakers, Division of Craedock-Terry Shoe Corp., Lynchburg, Va.

## THIRTY DAYS HAS SHOP-HOUND



(Continued from page 104) All summer you have been seeing endearing mother-and-daughter clothes (wearing them yourself, if you're somebody's mother or daughter). Kayser would not have you give up the idea now that autumn is here. They've a special mother-and-daughter group of gloves in all their shops. The one at the left has a brown leather back, pricked like pigskin and stitched in long, slimming stripes, and a fabric palm. About \$1 in small or large sizes. For the same price, there's a good new Adults Only glove of double-woven black fabric, with walled fingers and white hand-stitching. It's short, with a slight slit at the back of the cuff. Both of these gloves, and others, come in many autumn colours.

La Mode has got the button, in reply to the old quip about "who's got the...etc." We like the Schiaparelli ones of gold-coloured musical instruments—you can wear your harp to a party if you pay Lord and Taylor about \$1 for a band of five instruments. Or, from the same store, get square celluloid ones, in the shape of caramels and, by some strange chance, with the look of calfskin. (Not as eccentric as they sound, and good for suits.)... At McCreery's, you'll find handsome Edwardian coin buttons, in pale silver, old silver, bright gold, or copper finishes. They come in four sizes, and, though this is a big brass-button year, we favoured the very small copper ones. Also in our favour, hand-twisted ribbons of silver metal, fashioned into buttons, pins, and clips; around thirty-five cents to \$3. All by La Mode.

You always get good *huaraches* at Fred Leighton's, 15 East Eighth Street, but the ones that we've sketched below are news. They have the same sort of loud elegance that makes you love cowboy boots. A college girl would like them—or they'd be ideal after-sports shoes. They're of pale woven rawhide, with inserts of darker leather and tiny metal rings. The metal gives a somewhat snaky look. The soles are of cowhide built up layer on layer, and have fascinating designs worked out on them in round nail-heads. Of course, they make a noise all of their own, so if you can't take it, or your delicate floors can't, you can buy a pair with no nail-heads. They are such fun, though—each design slightly different, since they are made by hand by Mexicans. They cost less than \$7.



Olga Tritt, we love you, not only your name and your imaginative settings for precious jewels, but the goodness of your heart for making less expensive treasure, as well. One example of what we mean is a watch, set at an angle on a rounded bracelet of red morocco, or pigskin. Or you may have the bracelet of blue morocco, stitched in white. The watch detaches easily, so you can change your colour every day. About \$35 for watch and two bracelets. For this same sum, there's a new ring, which looks like three wedding-rings, two of red gold and one of green, banded together and boasting of fourteen carats. At 589 Madison Avenue.

Annette Simpson, one of whose dresses you may be wearing this minute, has turned her talents to accessories, and you'll be seeing them about town. One jacket that pleased us was of lobster-red velveteen, flared way out behind, with wide, wing-like shoulders extended; about \$8 at Lord and Taylor. Try her coloured taffeta sash, wide all round, with a bustle bow behind. And pretty hoods of two-coloured velvet. At Best, a Simpson velveteen jacket in a shade called Rosey-Posey, which is just that. The shoulder treatment is involved, twisted, and flattering. There's a wonderful red and blue jersey sports hood, too, which crosses under the chin and buttons. "Yoo-Hoo" is the name.



## AMERICA ON THE MOVE

(Continued from page 105) turned to your new address. Investigate having an old rug dyed a new dark shade, or have a rug rewoven from older ones.

Have extra keys made. Keep one set, give your husband another, and put a third in neutral territory, so that you both know where it is, but swear not to touch it. Send your jewellery to the vault. Go through your closets and send out all your furs, winter garments, and blankets to be cleaned.

Now you may relax; contemplate your achievements and promise yourself a frivolous present at the end of moving. The next day, you can begin eagerly on your packing. Plan to do one third as much as you are sure you can do in the morning, and you'll finish in the afternoon with just time enough for a relaxing bath and fresh clothes. If you start in time and follow a schedule, things move along like magic, and your family will look at you with new respect and admiration.

### PACK WITH SYSTEM

Pack your dresser drawers carefully and tightly. I put a big piece of muslin in every drawer, with plenty of material to overlap, just as the stores do to protect their goods. When the drawers are fully packed, put a piece of cardboard in to keep them from opening while the men are carrying the piece. Here is my plan of attack on the rest of the goods—modify it to fit your family:

1. Sports equipment: Skis, skates, rackets, clubs, riding-boots... at least I don't have to worry about the horse. Skates can be sent out to be sharpened, rackets to be restrung.

2. Books: Send as many as possible to your favourite charity, and keep discarding until you have only the classics and the few modern ones you are sure you will want to reread. Don't forget to pack books in small, reinforced boxes. Even a husky, experienced mover can be stymied by a huge crate of books.

3. Mirrors and pictures: Scotch tape or paper pasted in strips across the glass. Cardboard or corrugated paper, wrapped first in one direction and then the other, is ordinarily safe enough.

4. Furniture and piano: Give any fine pieces a light, protective wax coating. Wash piano keys with milk or alcohol to keep them white.

5. Medicine-chest: Clear out old prescriptions—your druggist will agree that they are either worthless or dangerous. Pack each bottle separately, with the top dipped in paraffin.

6. China and glassware: I use the partitioned boxes the glasses were sent in originally; they can be bought or rented. Fine china should be wrapped individually with a thin, corrugated mat between each piece. The safest method is to wrap each plate individually, and then conserve space by wrapping four to six together. Use plenty of paper. This method is cleaner than using excelsior, but, if you must use it, try wrapping a small amount in tissue.

7. Pots and pans, kitchen equipment: In barrels or boxes. Small gift or lingerie boxes for the little, easily-lost articles.

8. Linen and clothing: Pack them in empty drawer spaces. Put enough linen for the first few days in

separate travelling-bags or in dresser drawers. Be sure to have plenty of cleaning cloths and towels where you can reach them easily.

9. Lamp-shades: The largest ones can be piled inside one another. The small ones fit in hat-boxes, with small pillows in the waste-space.

10. Clothes-hampers and waste-baskets: These are perfect packing receptacles for miscellaneous articles.

Plan to take two small boxes with you, by hand; or, for distance moving, mark them conspicuously and put them in the van the last thing, so that you can take them out first. In them, put the things you'll be lost without: alarm-clock, husband's shaving equipment, cosmetics, mirror, soaps and cleaning materials, several linen towels and a roll of paper ones, favourite toys, several pots and pans, can-opener, and a picnic set, or paper spoons, knives, forks, and dishes.

Have a one-dish oven meal prepared the day before moving that only needs reheating. The national American moving dish is the boiled frankfurter, but the oven casserole is as little trouble and doesn't seem so temporary. It's safest to have canned milk and shortening on hand, even though you ordered cream and butter from the milkman.

### YOU—THE STAR TURN

Moving day—here comes the van! You are the star performer, and you'll wish you were quintuplets as you try to direct the men. If you labeled your boxes in score-board letters indicating the rooms for each, you'll be free of that maddening chorus of "Where do you want this, lady?" And if you hear, "This is a swell idea, lady...I never seen no job go so good," you'll feel like a conqueror. While they bring your furniture in, you could see that they have a very simple meal. Opening canned spaghetti, meat, and fruit and making coffee take less than ten minutes. The extra cooperation you'll get from the moving-men will more than repay you.

The men go, having set up beds and moved the boxes against the walls. But you can't rest, for if you sit down you won't get up. When the following are finished, you can really relax and enjoy a new home:

Have the clothes hung up that will be needed for the next few days, and all others that will be too badly creased by remaining in the trunks or bags.

Have the kitchen put in tentative order, with the casserole dinner in a slow oven.

Arrange the living-room in some semblance of order, with chairs, tables, and lamps for reading. If there is one room that looks arranged, the whole family will feel refreshed.

Your schedule here should allow at least fifteen minutes to change your clothes. An extra fifteen minutes for a shower improves your disposition as much as your appearance.

When you sit down to your first meal, and watch the appreciative, but slightly incredulous expressions on your family's faces, you'll positively glow. You did it so casually that it surprised every one—most of all yourself.

IRMA KADIC PETRU



*fresh*

AS AN  
**ORCHID**  
*Your clothes packed in a MIGRATOR are always wrinkle free*

Pack 8 or 10 dresses in this single bar MIGRATOR . . . one single fold over the bar . . . and there's no more chance of getting creases or wrinkles in your dresses than if you carried them over your arm. Plenty of room for other things, too. Ask your dealer to show you the WARREN MIGRATOR.  
From \$12.95 to \$40.00

**WARREN**  
*Luggage*  
WORCESTER, MASSACHUSETTS



**COINTREAU**  
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SPECIALTY  
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LIQUEUR  
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54 MEDALS AND DIPLOMAS AT EXHIBITIONS  
MADE AND BOTTLED BY COINTREAU S.A.R.L.  
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IMPORTED BY  
BROWNE VINNERS CO. INC.  
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AFTER DINNER  
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Do you know how to use Cointreau in Groggs, Suzettes, Souffles, Salads, etc.? Send for free recipe brochure. Browne Vinnars Co., Inc., Dept. D, 630 Fifth Avenue, N. Y.

80 proof



# "SLIMLINE" Sweaters

IN SIZES 38 TO 46



Style VS-1862  
\$2.98  
(SLIGHTLY HIGHER  
WEST OF THE ROCKIES)

STYLE FOLDER "VS"  
FREE ON REQUEST

a SLIMmetrical Innovation in  
"TISH-U-KNITS" Designed by LEON

A SPECIAL GROUP OF STUNNING,  
STREAMLINED SWEATERS THAT SILHOUETTE  
EVEN THE MORE OPULENT FIGURE WITH  
YOUTHFUL GRACE AND CHARM...  
INCREDIBLY LOW-PRICED  
\$2.98 - AT ALL SMART SHOPS.

FOR NAME OF NEAREST SHOP PLEASE WRITE TO  
**OLYMPIC · 1372 BROADWAY, NEW YORK**

## BELT OF THE MONTH

REG. U. S. PAT. OFF.

by Schaffer



**"ATLANTIC  
CLIPPER"**

**\$1.50**

From across the Atlantic, Paris openings inspire another Schaffer original. Gold clips woven through soft suede accent its French novelty and freshness. Airplane travellers, stadium fans, carefree girls, and smart women about town acclaim this Belt of the Month the most captivating accessory of the year. See this authentic fashion at your favorite store in all the newest fall colors.

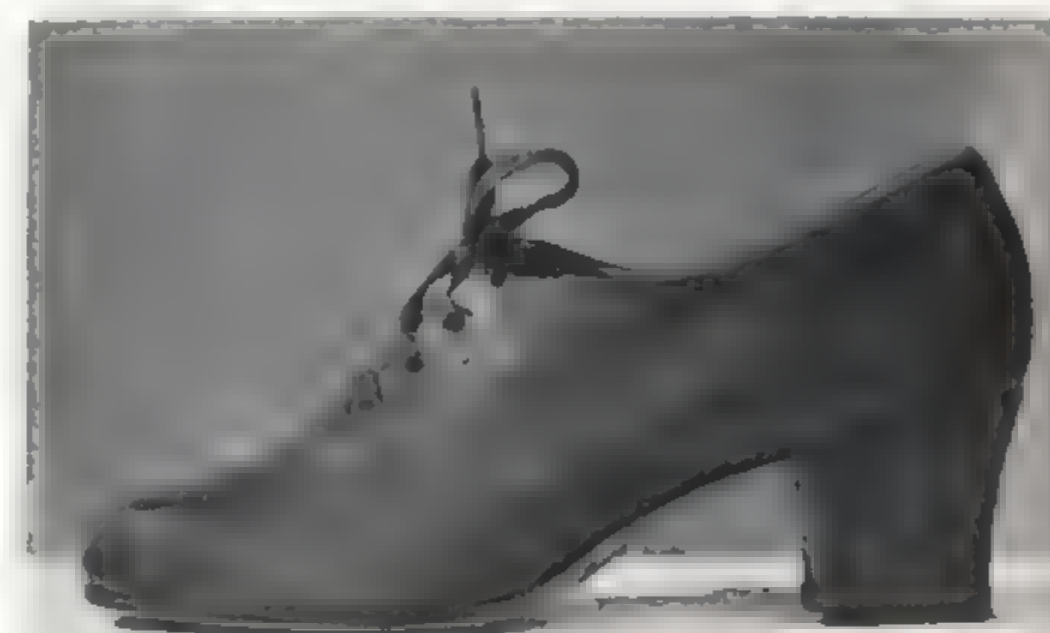


**SCHAFER BELTS, INC., 330 FIFTH AVE., NEW YORK, N. Y.**  
World's Foremost Manufacturer of Quality Belts for Women

## THIRTEEN NEW FOOTHOLDS ON AUTUMN



For tailored suits—a step-in spat-shoe of black calf and suède, with a Pyraheel that won't scuff. You'll find it at Franklin Simon



For casual suits—a rust-coloured seamless Oxford of soft, grained calf, with the new square toe and heel. This is a Stetson shoe



For all day long—classic opera pump of brown suède with lighter brown calf trimming. A Natural Bridge shoe at Arnold Constable



For town or country suits—a copper-coloured grained calf step-in shoe; walled toe; elastic goring at the sides. A Foot Rest shoe



For sports clothes—a tan calfskin ghillie on a wedge heel. It's unlined to make it light, and "Sanitized" to keep it fresh. Best has this



For town suits—a spat-shoe of brown kid and gabardine that's woven with "Lastex" for suppleness. A Foot Delight shoe at Cammeyer



HIRSCH



For afternoon and on to dinner—a wine-brown kid sandal, draped in front, with a slightly open toe and Pyraheel. An Air Step shoe



For tailored dresses and suits—a dark brown suede shoe with a knobbed toe. Shirred kid hides elastic goring in front. A Peters shoe



For afternoon—a black suede opera pump. The stand-up tongue is exaggerated, the heel is moderate. Laird Schober shoe at Franklin Simon



For afternoon, again—a reddish-brown kid step-in shoe, with a high-cut vamp that's shirred as softly as fabric. A Queen Quality shoe



For tweeds and tailored suits—a brown alligator-lizard Oxford. It's side-laced and has a walled toe. You'll find it at Andrew Geller



For afternoon dresses—a black suede step-in shoe with swirled bands of black braid. (Paris is using lots of braid.) A Heel Latch shoe



For afternoon suits—a black suede shoe, with a snapped-off toe, and a flexible band of gabardine with "Lastex" at the throat. From Stern

GET INTO  
THE GLAMOROUS

# Rafield "400"

*—And Your Personality Expresses A Distinct New Elegance in This "Millinery Must" for Fall!*

So deft, so smart, so delightfully sophisticated, you'll want to shout for joy when you see how ingeniously Rafield's "400" compliments your personality! Sky-high goes its enticing side brim. And rhythmically blending is a flaring grosgrain ribbon at the side. 24 rich Fall colors. The "right set" will choose "400" this \$7.50 Fall! . . . . .

*If your store does not sell Rafield, write*

**RAFIELD** ★★★★★ *Hats of Character*  
134 West 32nd Street, New York, N. Y.



*You'll be proud to show your hand*

. . . when it is graced by a Genuine Orange Blossom Ring by Traub—the name that stands for all that's fine in Engagement and Wedding Rings. Small wonder they've become the standard of quality and value by which all others are judged.

Ask your jeweler for your copy of "Orange Blossoms," a lovely and useful book for the bride.

*"Genuine Orange Blossom"*

ENGAGEMENT AND WEDDING RINGS BY TRAUB







The decorative bowknot is a clever device to give your bustline a deep natural separation and youthful uplift.

All Bali Bras have adjustable non-slip shoulder straps, whetherself-material or ribbon.

Bandeaux \$1 and up; Bras from \$1.50 at leading stores.

Write for free booklet  
FAY-MISS, 8 WEST 30th ST., N. Y.  
Chicago + London



## AT THE PARIS OPENINGS

(Continued from page 45) Wrapped and tied drapery over the hips is a Balenciaga and Alix specialty, giving a bandaged look. Soft shirred bodices and skirts make Chanel's day dresses feminine and easy to wear.

### PROTECTED WOMEN

The common denominator at night is that covered look, even in formal dresses. Bare, strapless shoulders are still shown, but sheltered shoulders outnumber them. Long sleeves and high necks, developed in superb fabrics, achieve the new elegance. The focal point is from the waist down; Chanel and Vionnet mould bodices to below the hips with flared tulle skirts. Alix's chiffon jersey is drawn so tight that it gives almost a stocking silhouette. Molyneux's perfectly proportioned, ankle-length evening dresses will destroy any resistance you have to short evening skirts. So will Schiaparelli's ankle-length harem-skirts turned under at the hem.

Balenciaga alternates Velasquez pannier skirts with 1880 bustles. Patou uses drapery taken from Tanagra figurines. Paquin wraps mannequins like mummies in elastic velvet so they can walk if necessary. Lanvin does some perfect Turkish drapery around the hips of pre-War evening skirts. There are examples of the full and lean and practically everything in between.

### PASSEMENTERIE

You can take your trimming or leave it off completely. Molyneux even eliminates belts. Every form of passementerie (see pages 52 and 52A) from tassels to Admiral's gold braid runs fluently, but not flamboyantly, through the Collections. Creed turns passementerie into jewellery—necklaces, clips, and epaulets of gold braid. Chanel's bib-like jewel necklaces are sewn on dresses. Francevramant's jewel-studded fur collars are new decorative notes. El Greco white ruffs under chins are seen everywhere.

Shoes are best when they come to the ankle. Schiaparelli's warmest suggestion is a fur ankle boot or a fur-trimmed pump. Couturiers say evening shoes should match the dress in colour and fabric. Perugia prefers contrast. His new Spanish shoe silhouette, latticed up to the ankle, is on page 55.

### COLOURS AND FABRICS

Black dominates Paris. Most brilliant of the colours seen are billiard-green, cerise, orange, and Lelong's Robin Hood red and greens, but what look newest are colours suggesting threatening skies: thunderous greys, thick-mist blues, sea-storm greens, and purples so dark they have the quality of black. They suggest such adjectives as sullen, foreboding, inky, stormy.

Day fabrics include soft wools, spongy crêpes, duvetines, miles of silk or wool jersey, miles of black silk velvet. For evening, extremely rich fabrics. Again much velvet, damasks, taf-

fetas, brocades, stiff and soft satins, black moire with wide satin stripes, plaid and checked velvets—many of these actual reproductions of last-century fabrics.

### FUR MANCEUVRES

Furs are given elaborate cloth-like treatments: pleatings, shirrings, quiltings. For evening, Piguet even embroiders fur with paillettes. (Two examples are shown on page 52D.) Black or flaming red, green, and blue paillettes embroidered into such furs as lamb or seal. Francevramant embroiders sealskin evening boleros with gold. Persian lamb appears on everything from top-coats to umbrella handles and necklaces. Silver fox is seen in dramatic new ways at every house. Patou has a marvellous, full-length evening coat of silver fox with a grosgrain corselet. Molyneux an excellent swagger dinner-coat of fox. Sealskin and leopard appear both day and evening in quaint capes, jackets, and hats. Not one humble animal has escaped: rabbits, squirrels, opossum, marmots, ring-tailed cats, civet-cats. Every kind of little cat and rat has laid down its life on fashion's altar.

### HAND-OUTS

For your hands to hold, there are innumerable new ideas. Muffs of every description. A mass of mink tails, surmounted by a blue velvet bow, is one of Schiaparelli's muffs...page 52B. Muffs attached to your belt, located directly over the *estomac*, is another of her ideas. A black tulle muff, studded with pink velvet knobs, is Marjorie Dunton's contribution. Gloves of suede or fabric in red, pink, French-blue, mustard, and all pastel shades are worn day and night. There are even gloves of feathers. Hand-bags have never been more ingenious. Balenciaga makes them in the shape of tambourines, velvet sunflowers, and old-fashioned medallions. Schiaparelli does an evening bag like a badminton shuttlecock—complete with white feathers. Creed hangs suede or Persian lamb bags around your neck, serving the dual purpose of muff and bag. Piguet makes amusing fans tied with ribbons or bells.

### HEADS

The chief newcomer in coiffures is the head with two or four vertical curls set at the nape of the neck or flat against base of the head. Schiaparelli alone continues sleek, brushed-up hair with a huge, loose puff-roll on top. Long locks are held captive and kempt looking in snood-bags. Balenciaga suggests that your head look like Velasquez's Infanta, and milliner Legroux carried out the idea by making a tiny violet felt hat with black fox tails hanging down each side. At night, he manages the Infanta look by tying multiple ribbon bow-knots on both sides of the head. Chanel piles glycerinized ostrich, flecked with paillettes, into a towering evening head-dress.



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